



# iPhone Buyer Survey

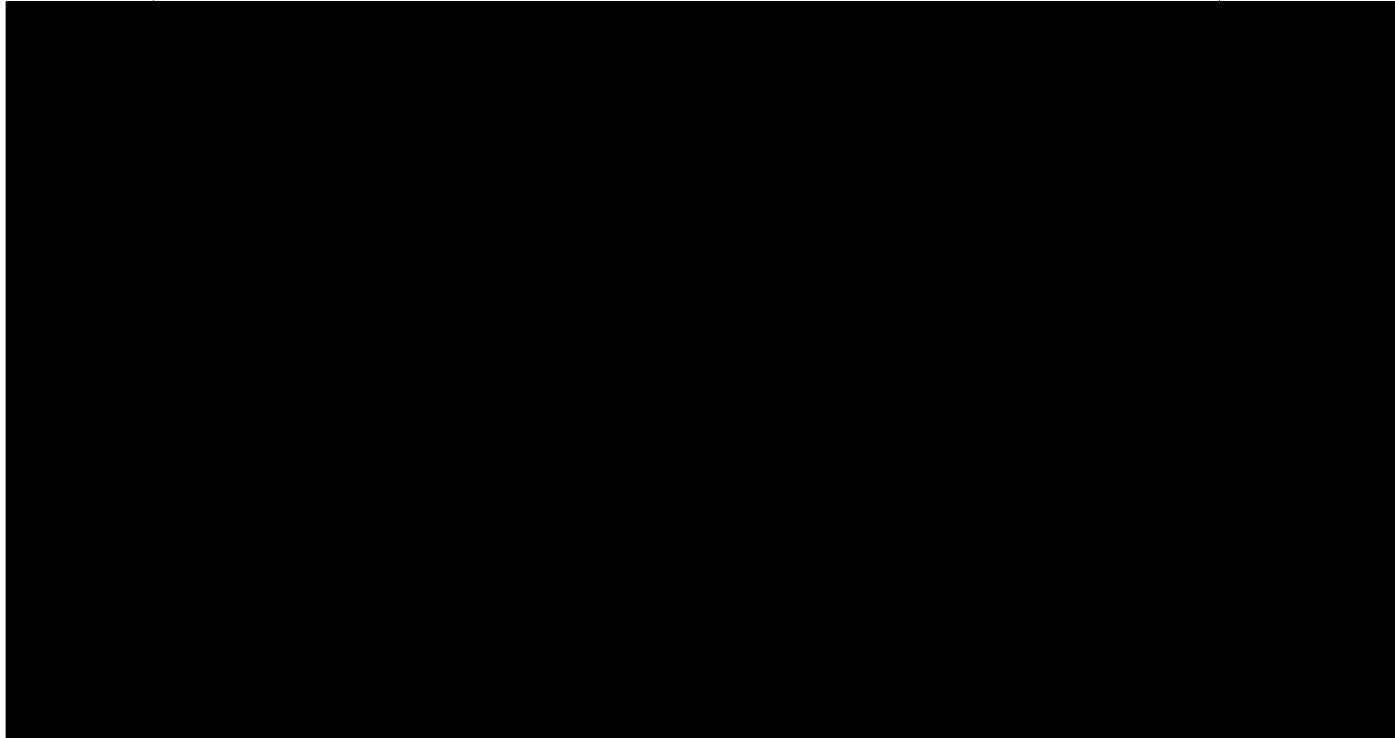
FY19-Q3 Global Report

Apple Market Research and Analysis



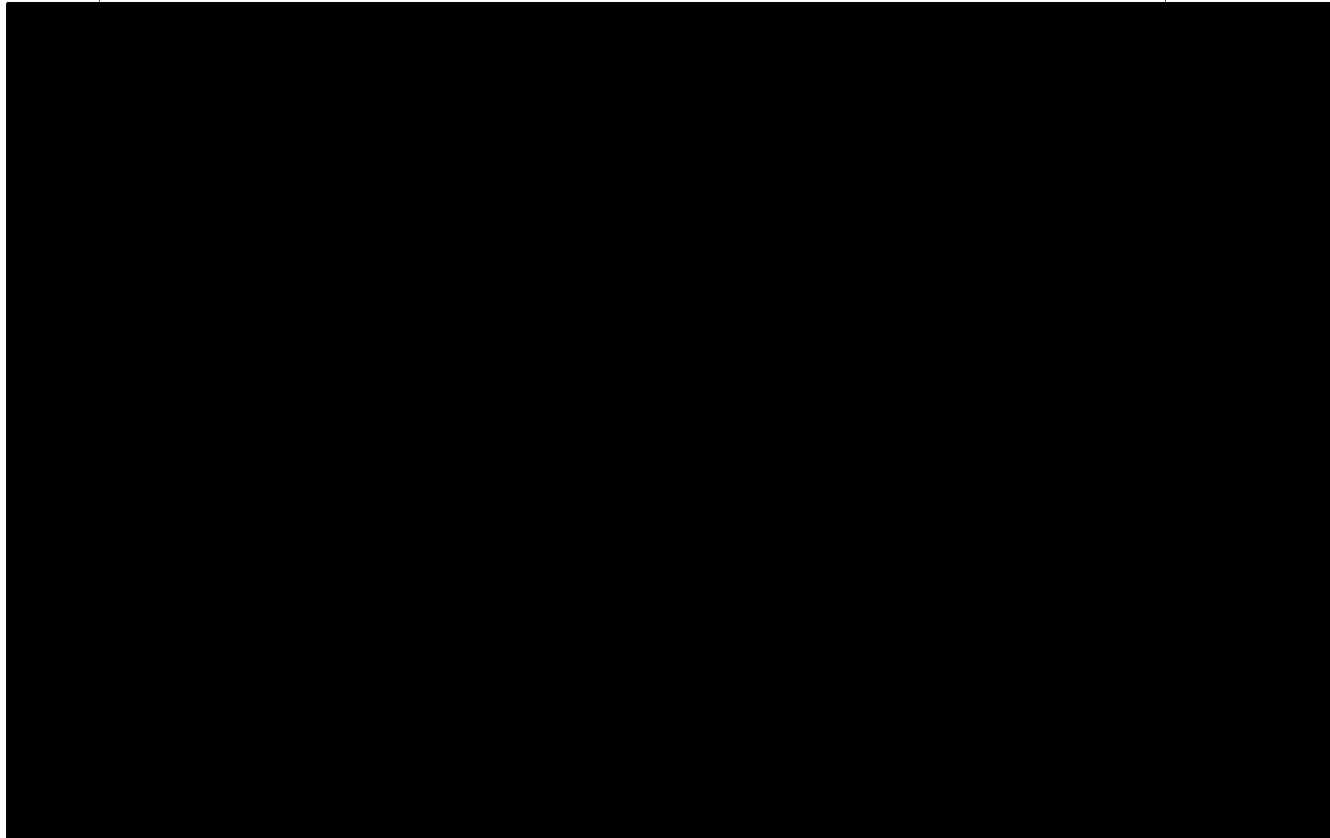
DEFENDANT	United States District Court Northern District of California	
	Case No.	<b>4:20-cv-05640-YGR</b>
	Case Title	<b><i>Epic Games, Inc. v. Apple, Inc.</i></b>
	Exhibit No.	<b>DX-4089</b>
	Date Entered	
	Susan Y. Soong, Clerk	
	By: _____, Deputy Clerk	

Why this report?





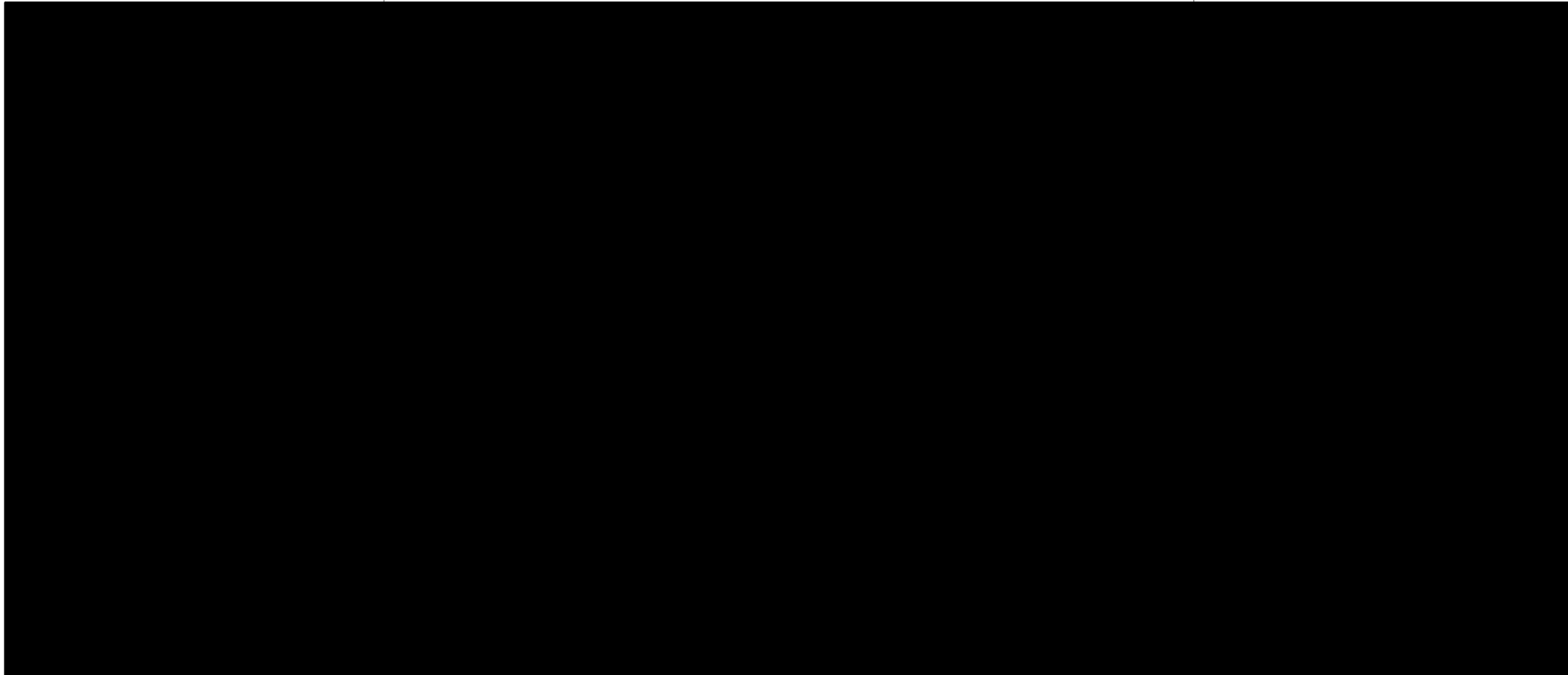
## Methodology



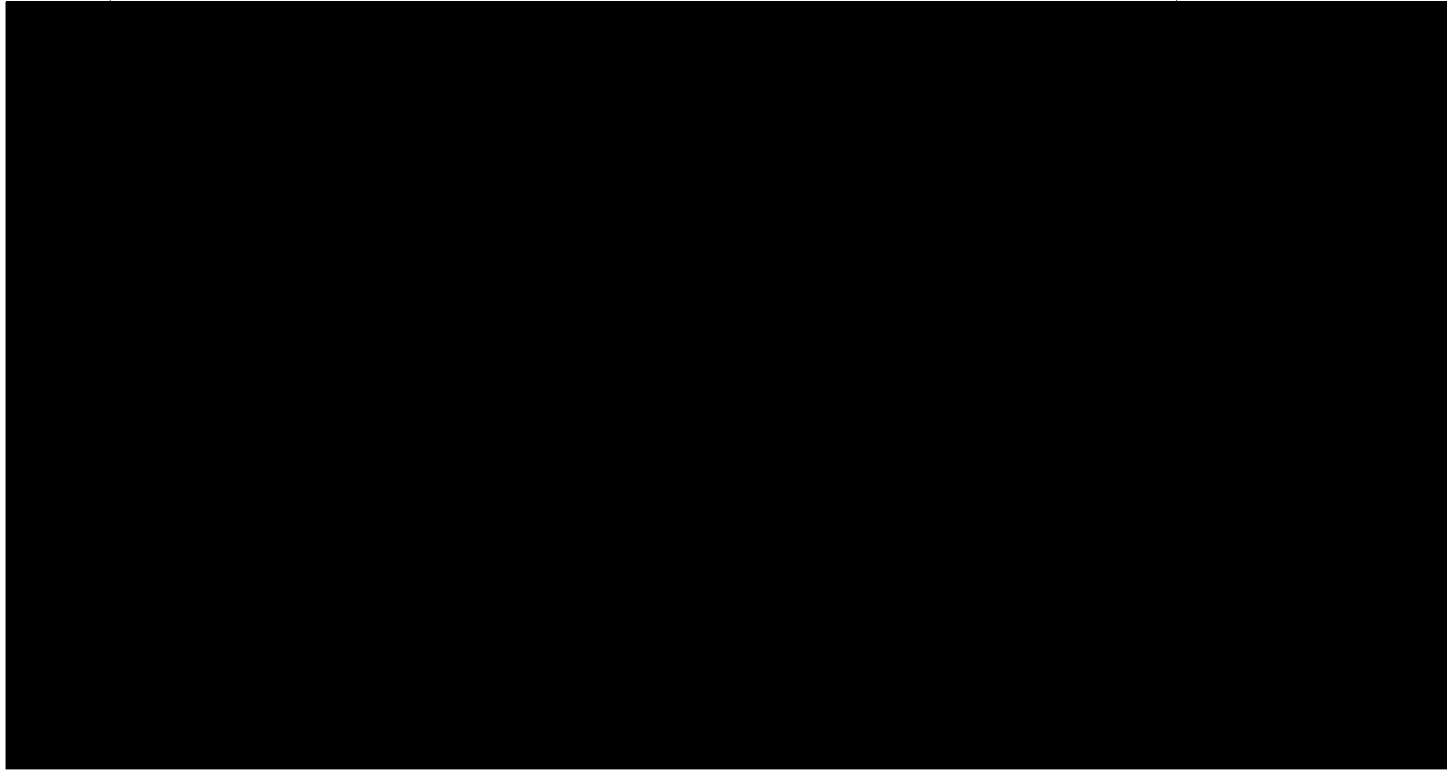
# Acquisition

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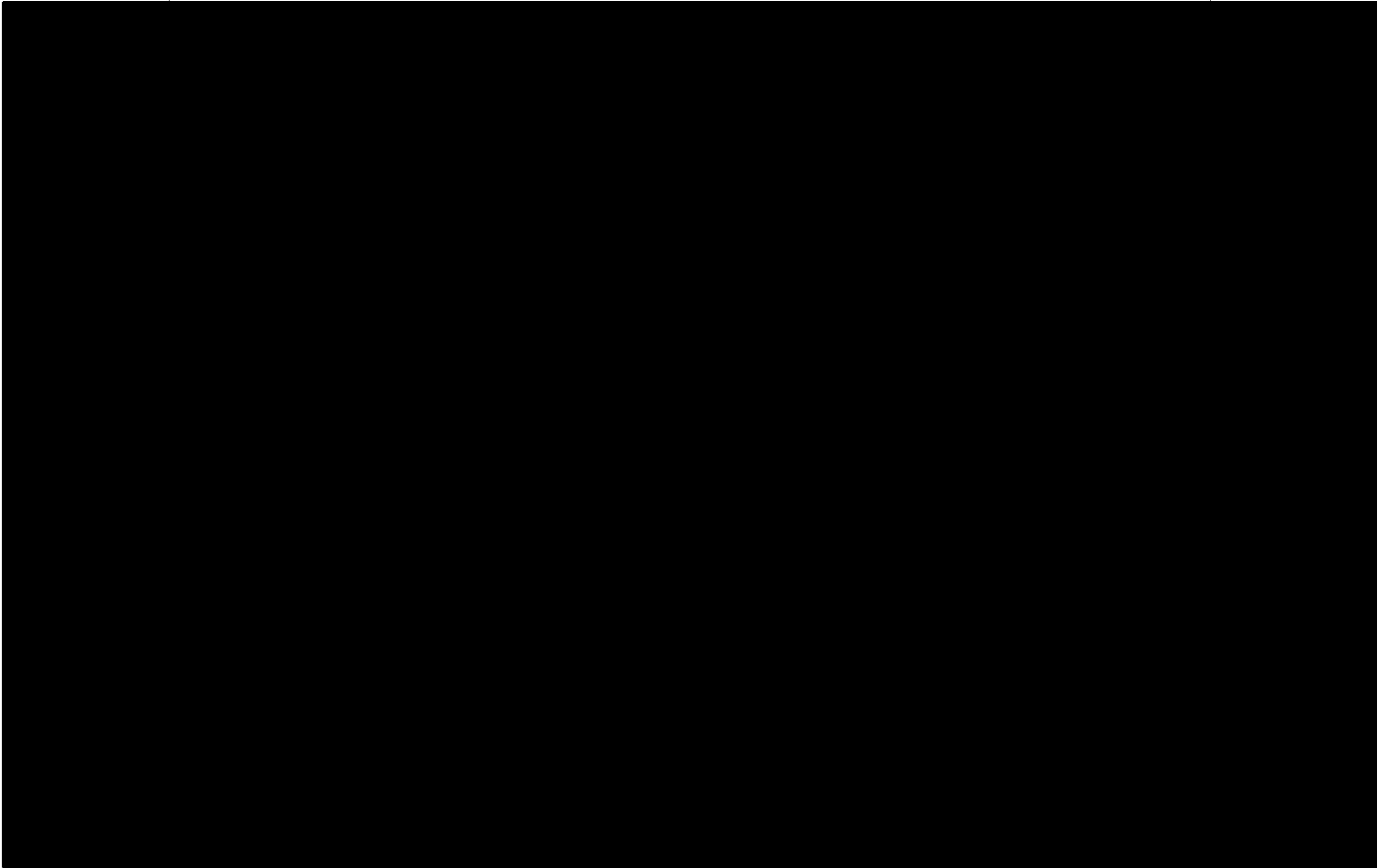
## Purchases of iPhone XR increased across most markets

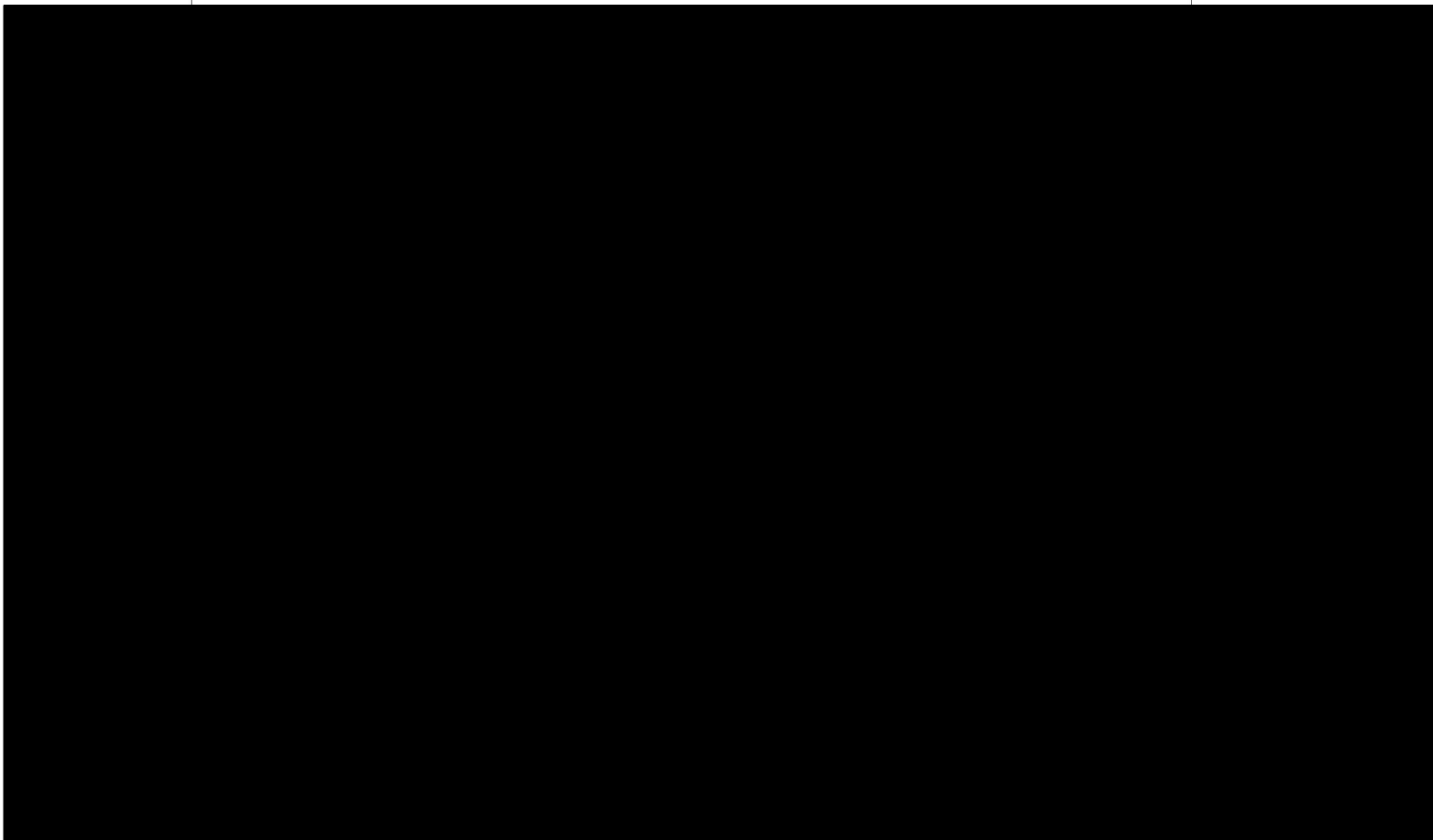


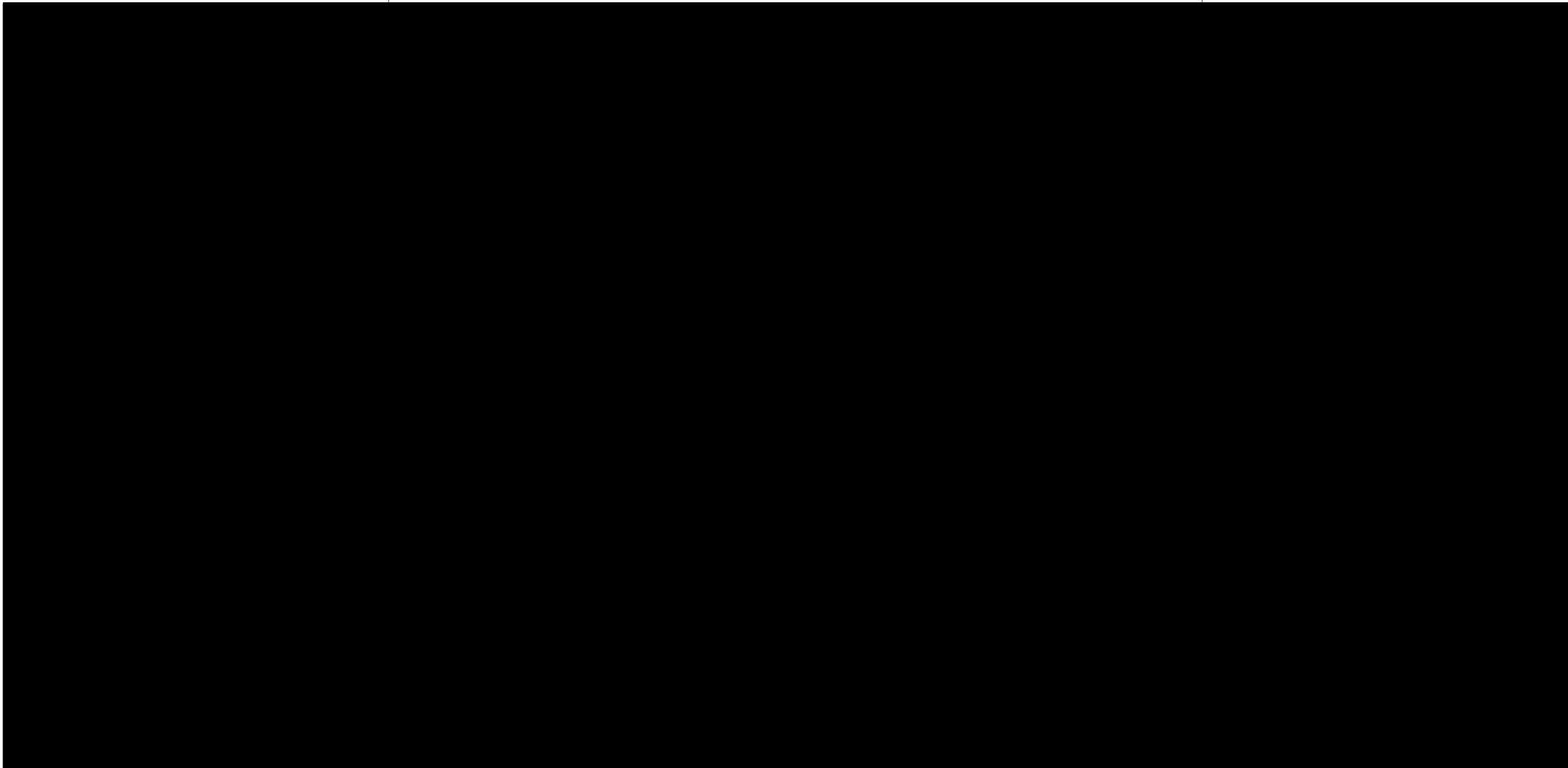
FY19- Q2



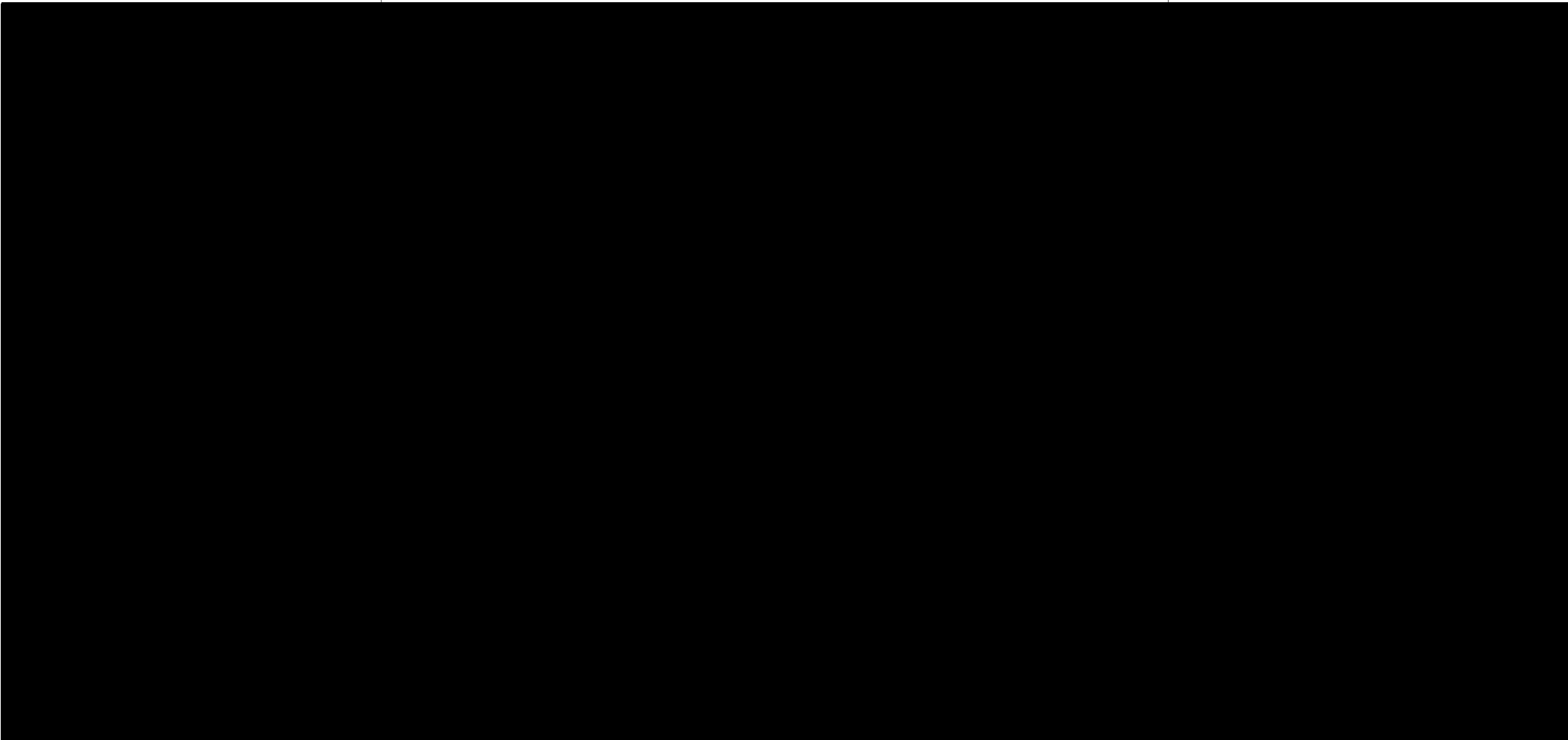








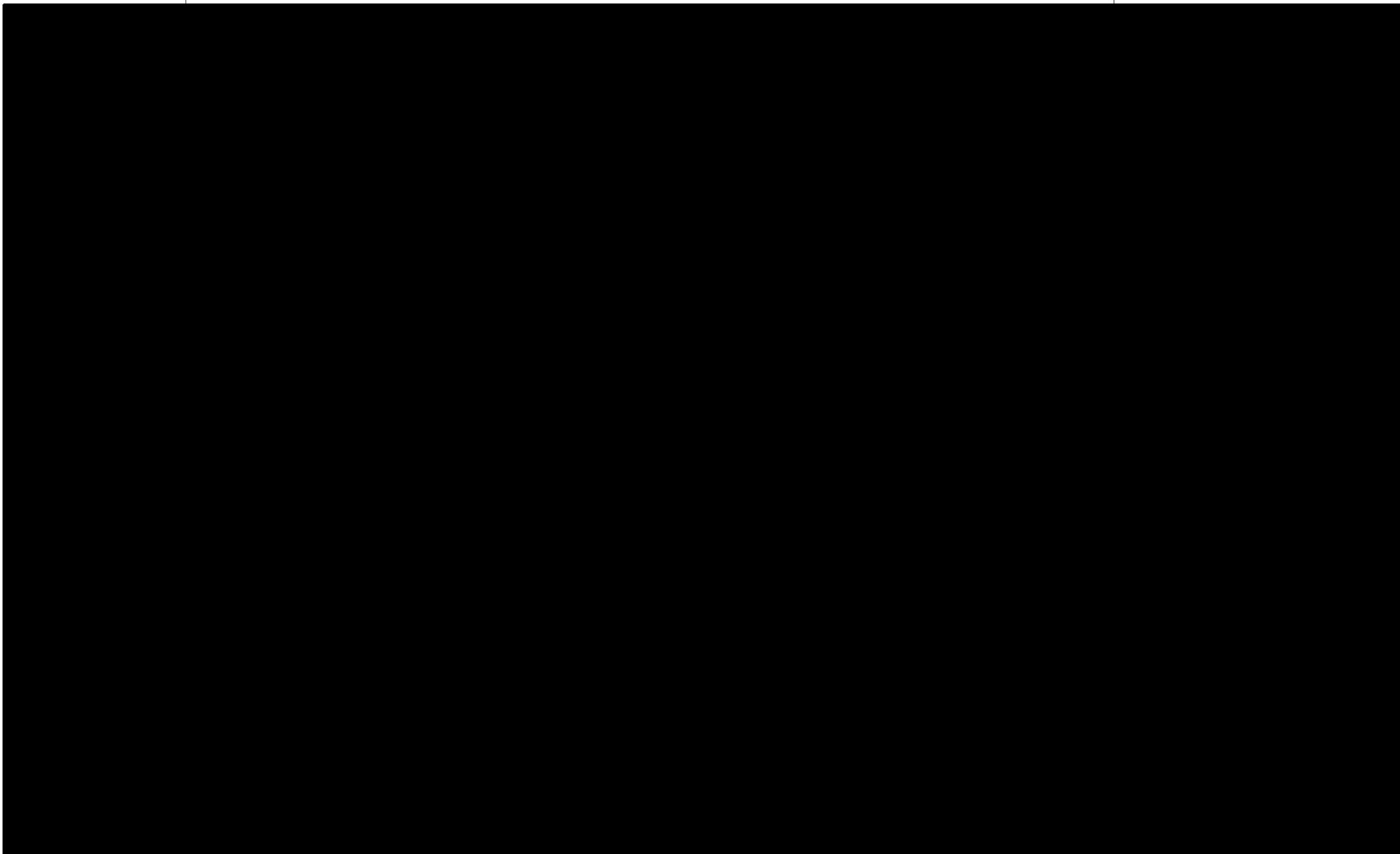




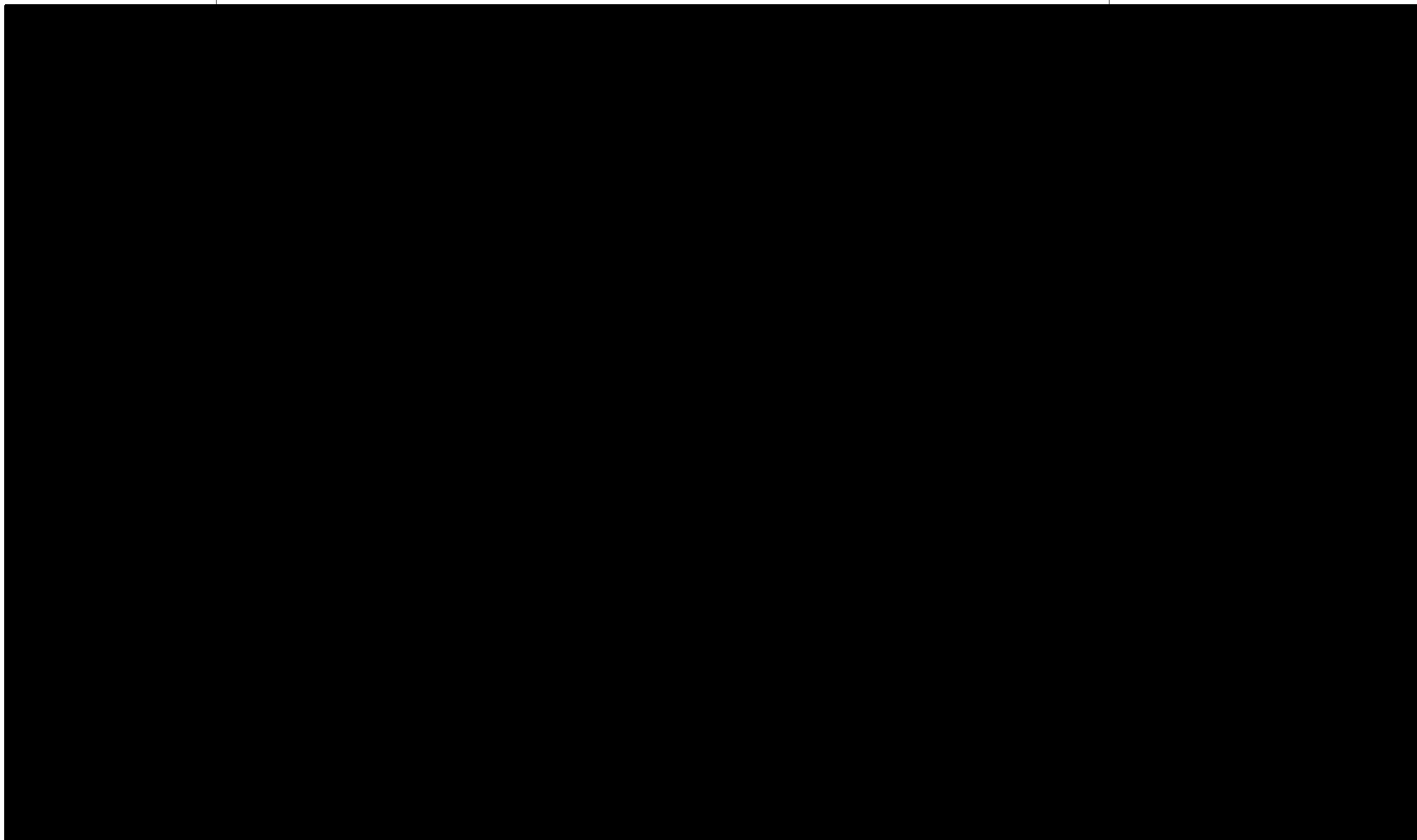


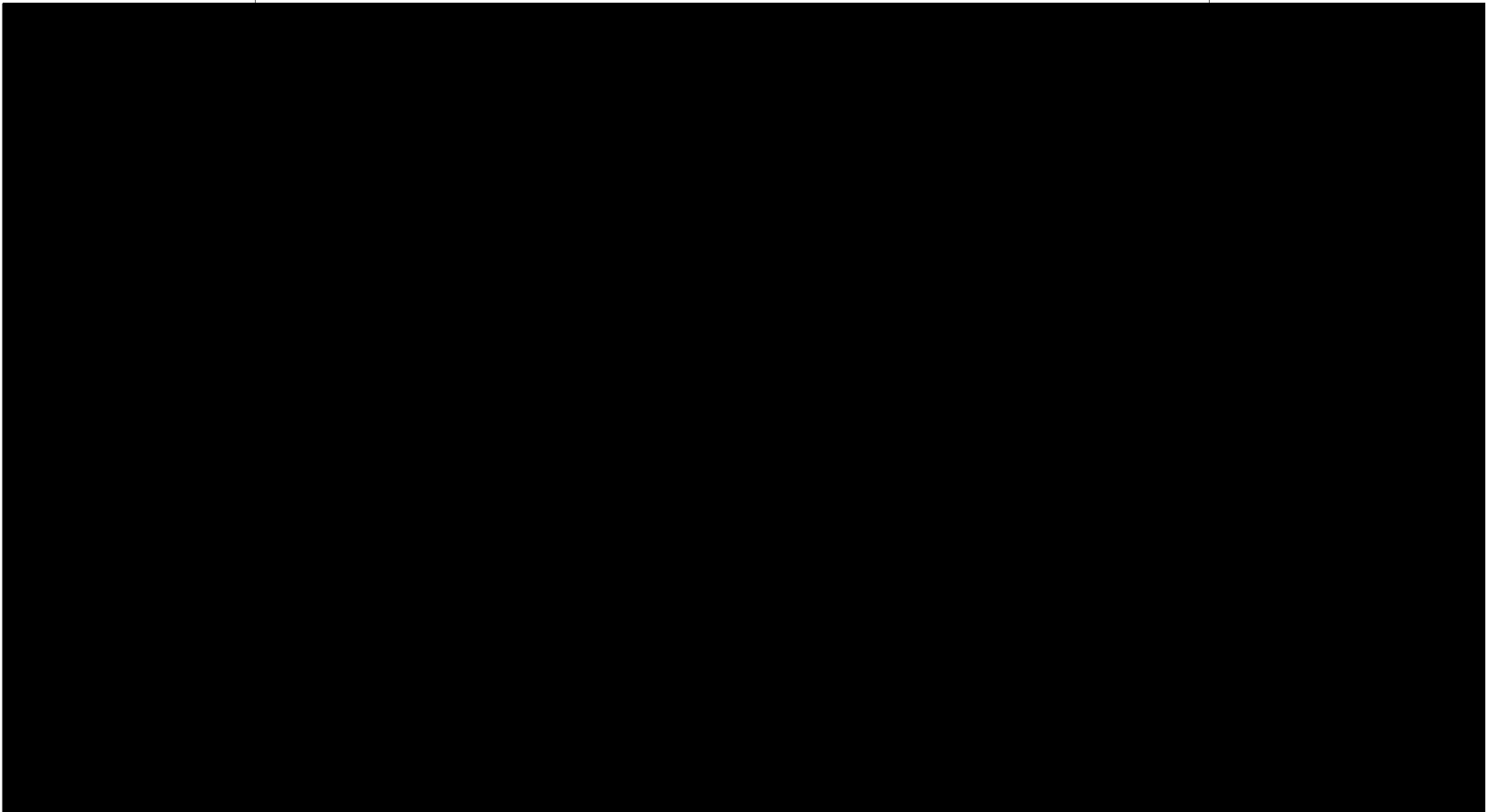
## Reasons for choosing iPhone X, iPhone 8, and iPhone 8 Plus over iPhone XR

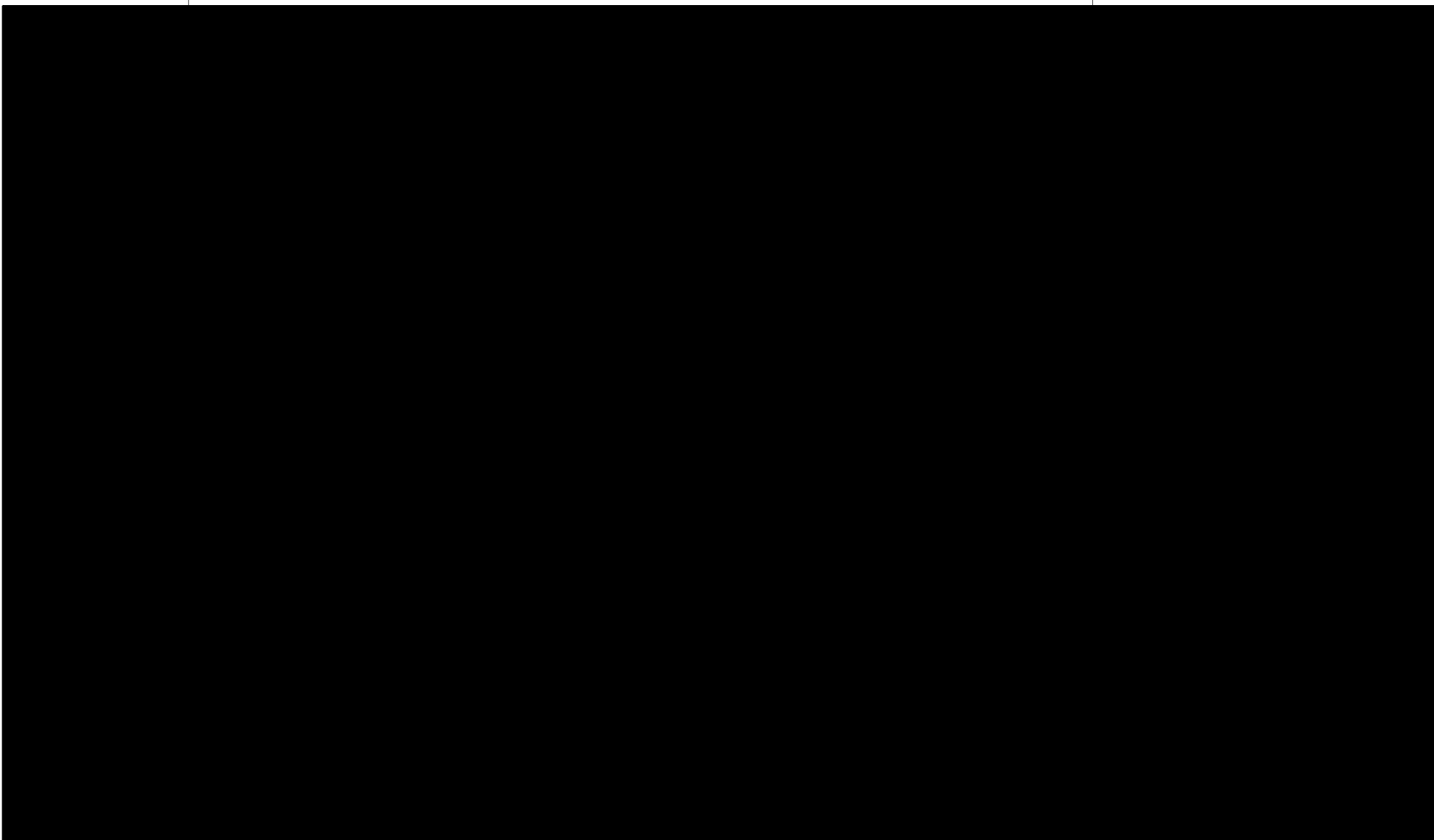
APPLE CONFIDENTIAL 12



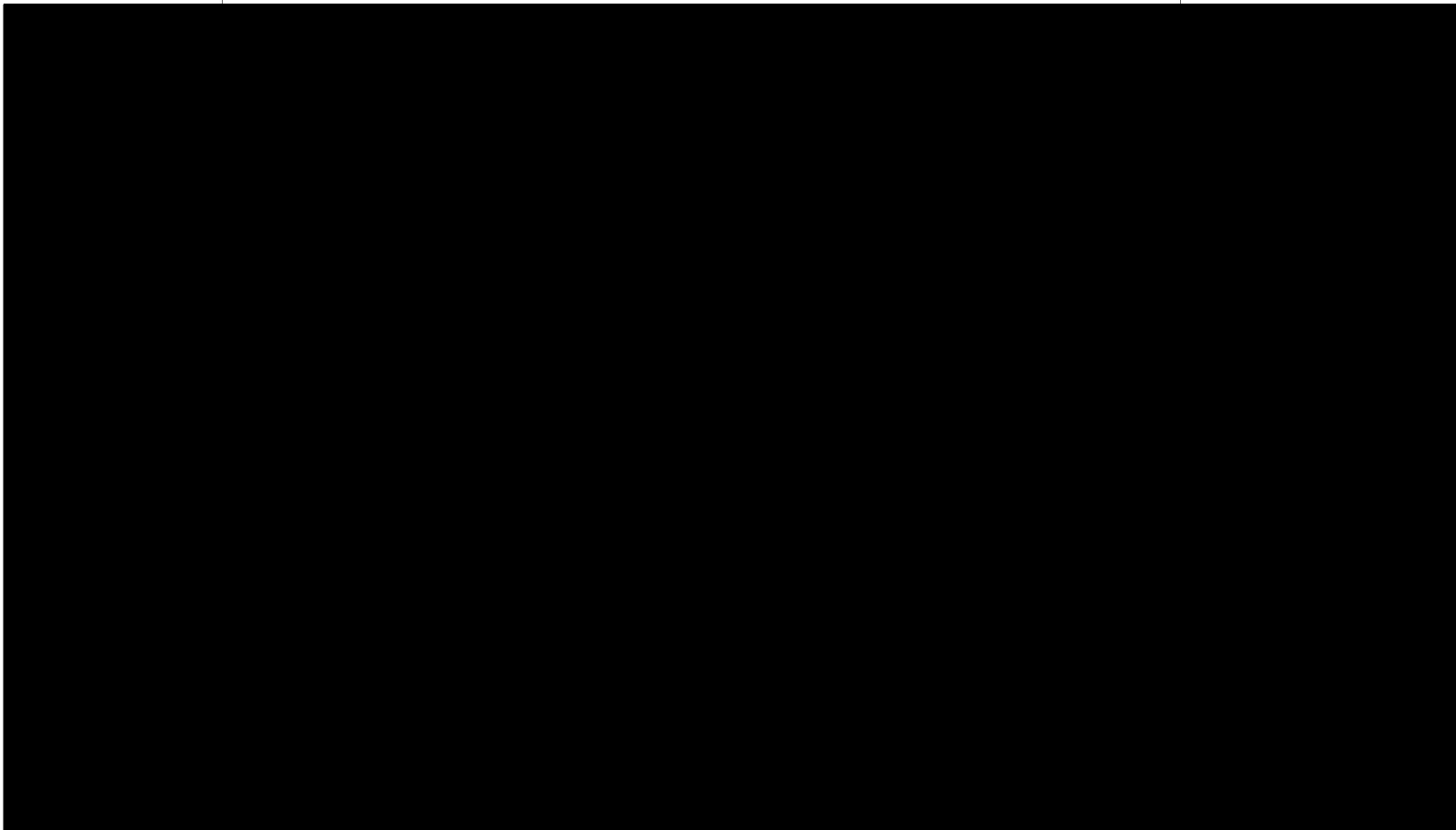






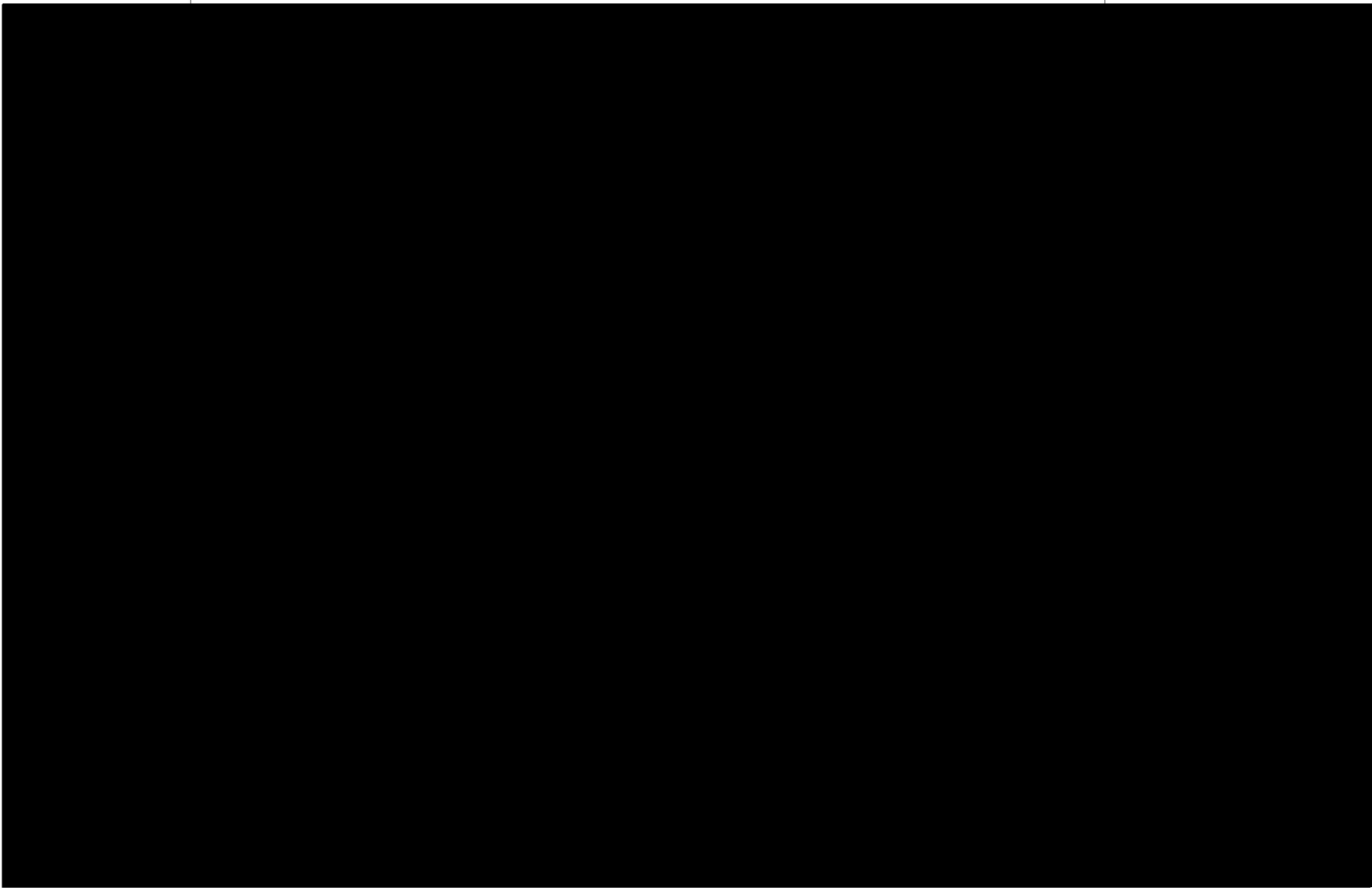


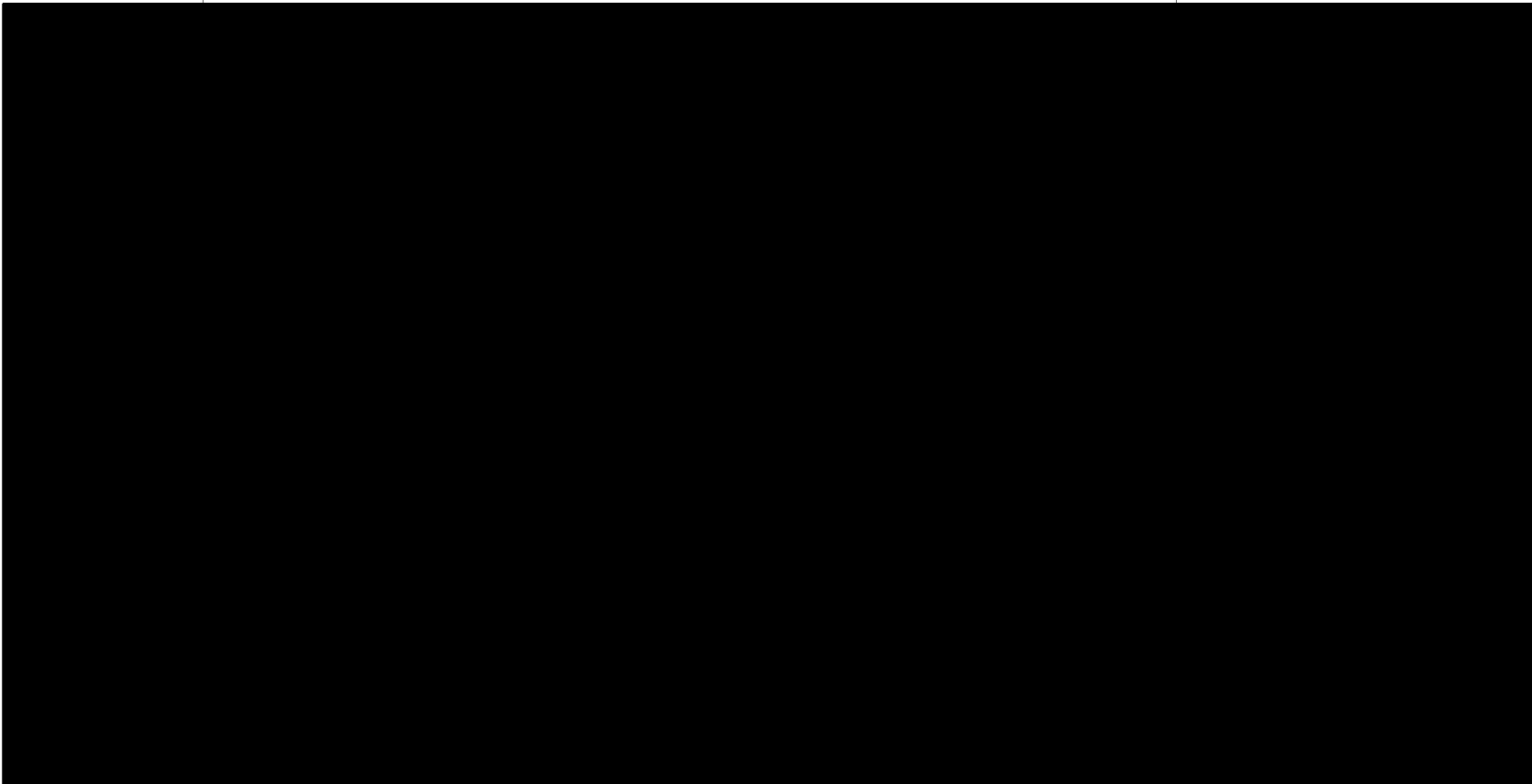


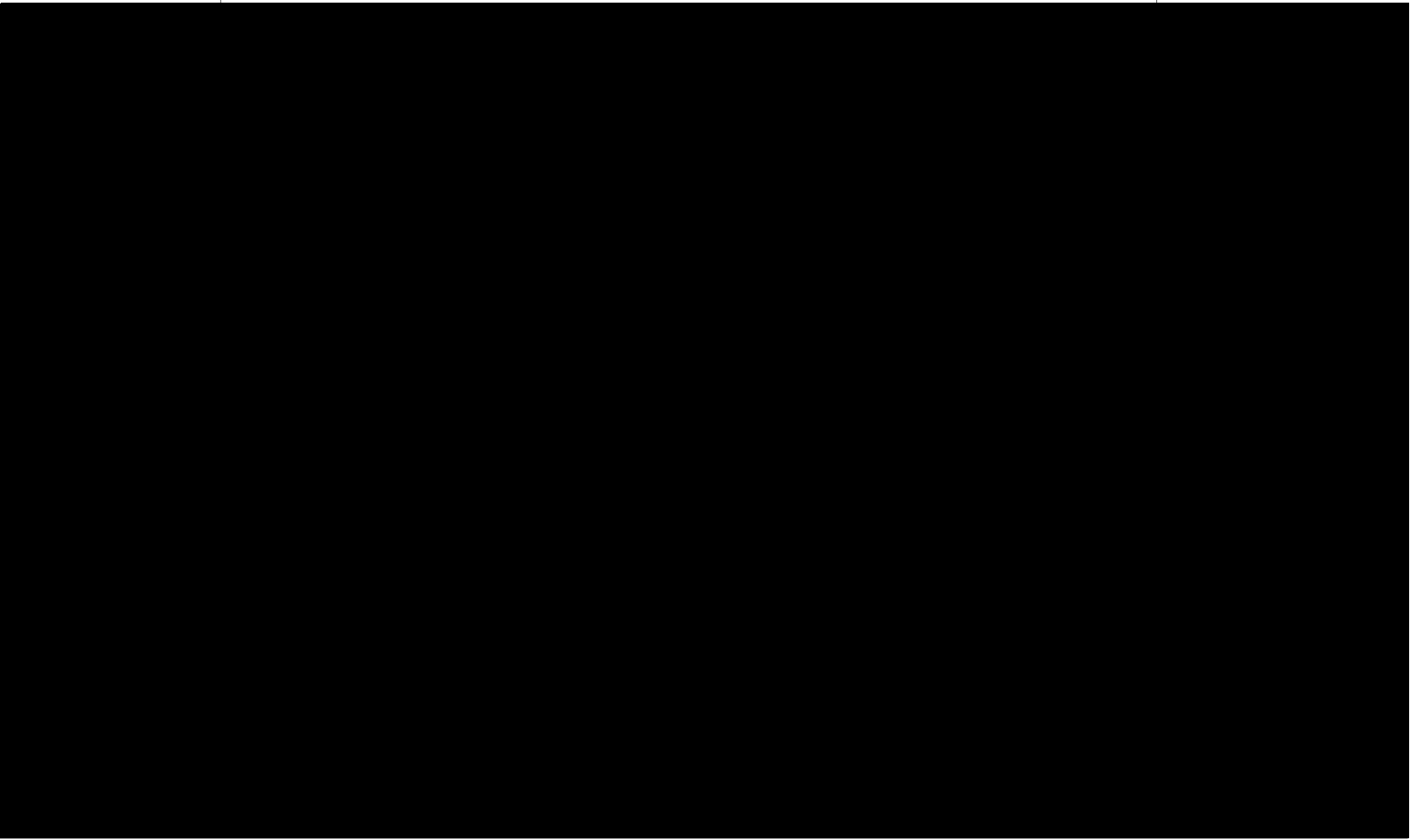


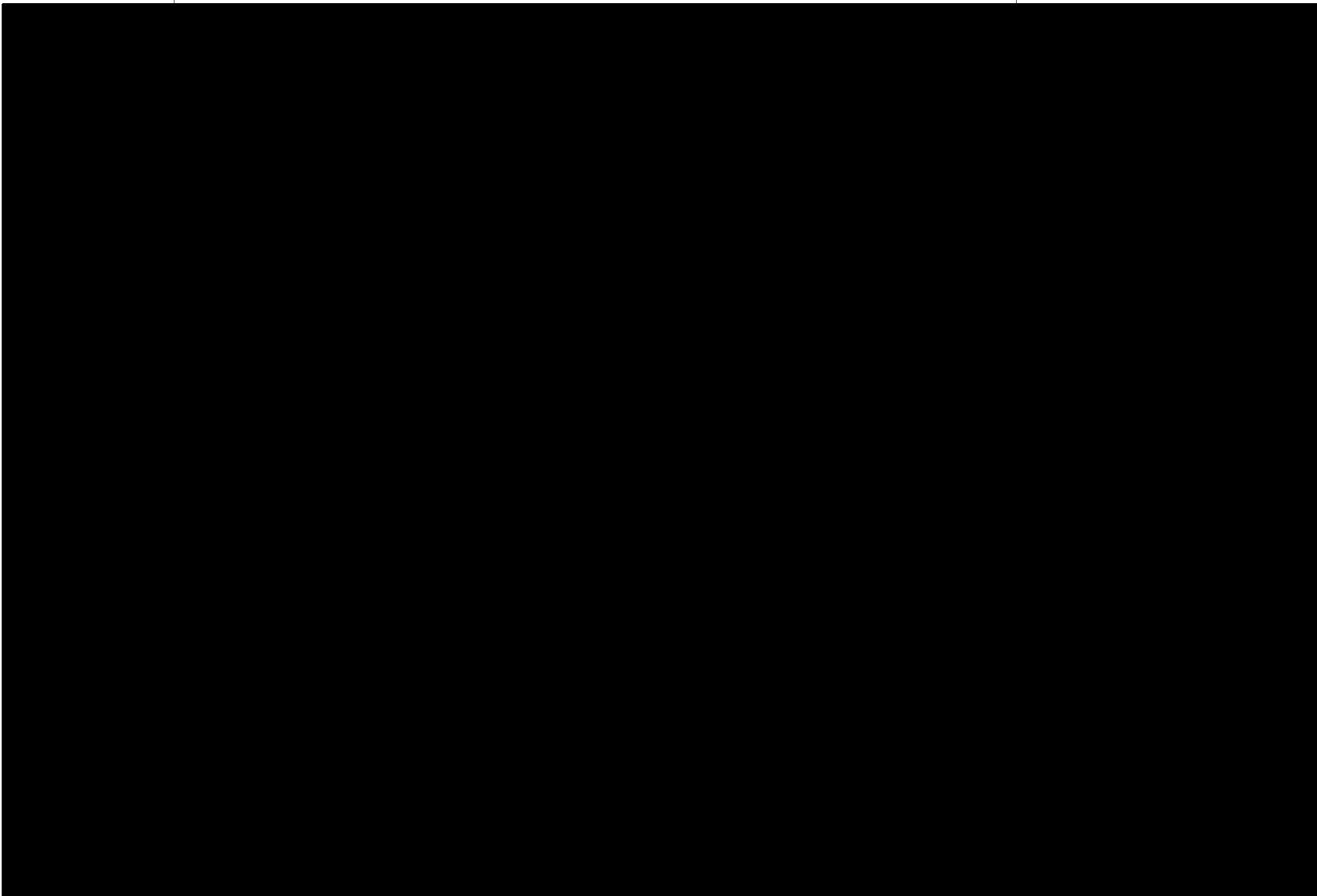
## Consideration of other iPhone models, smartphone brands

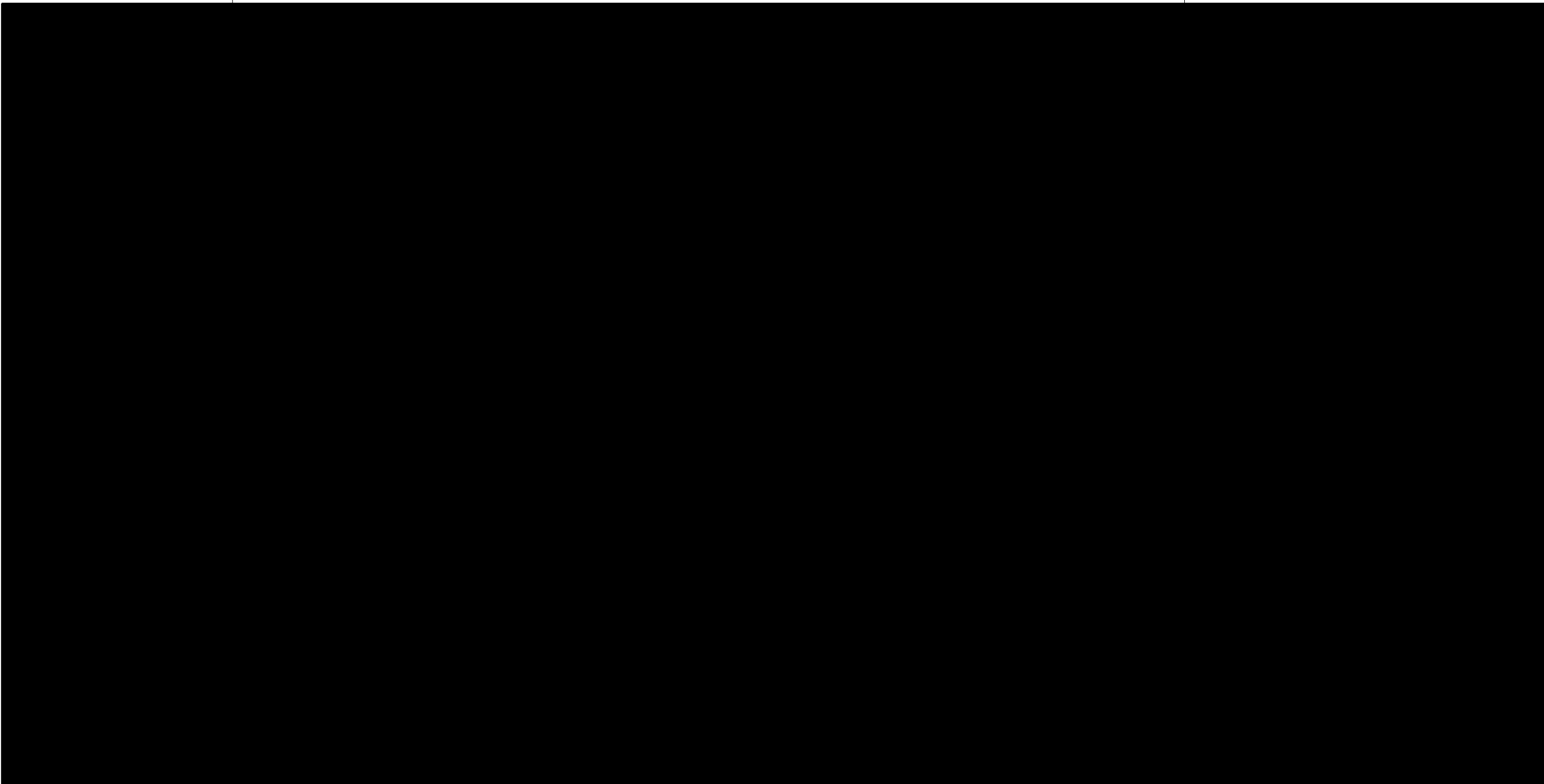
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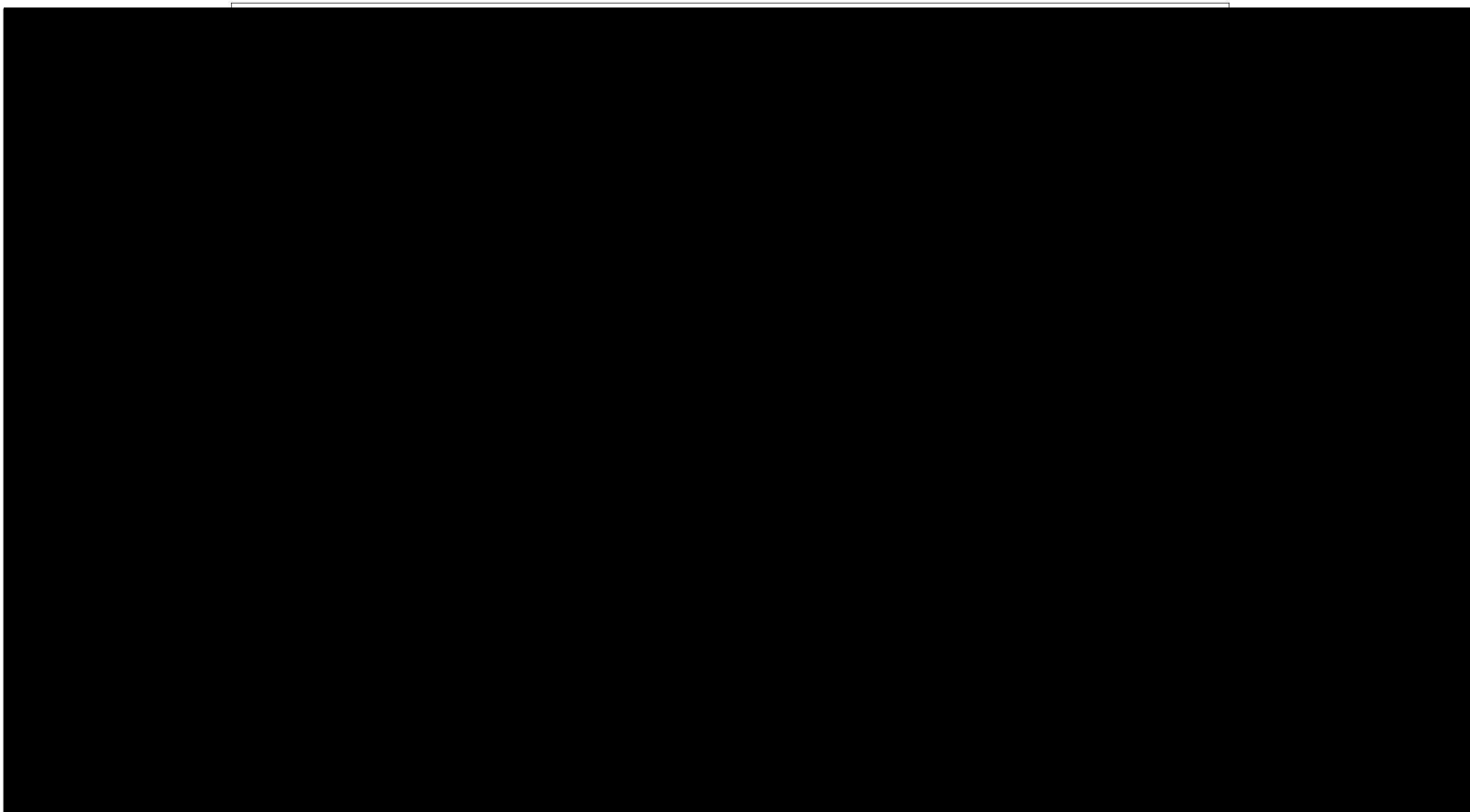




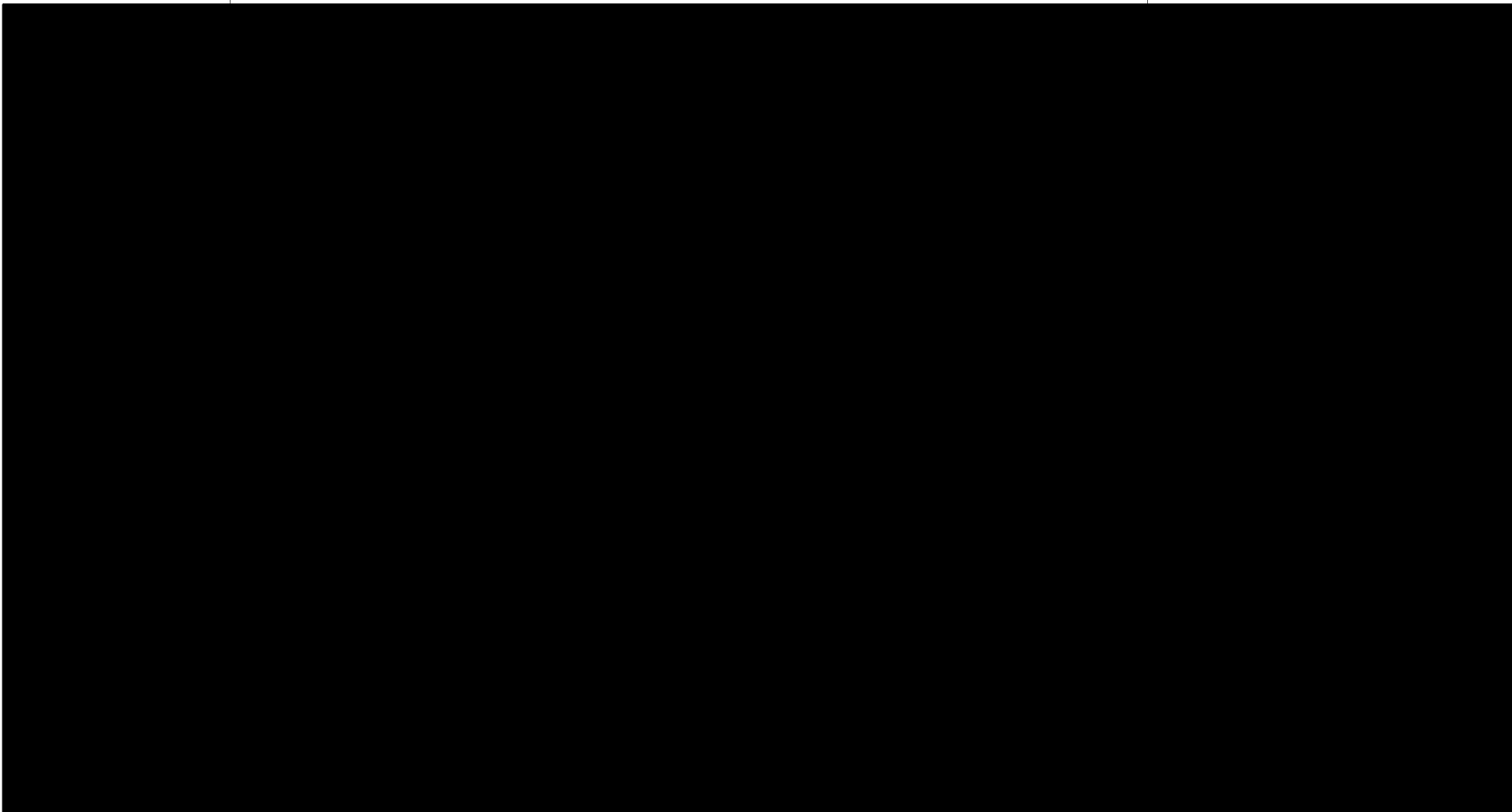


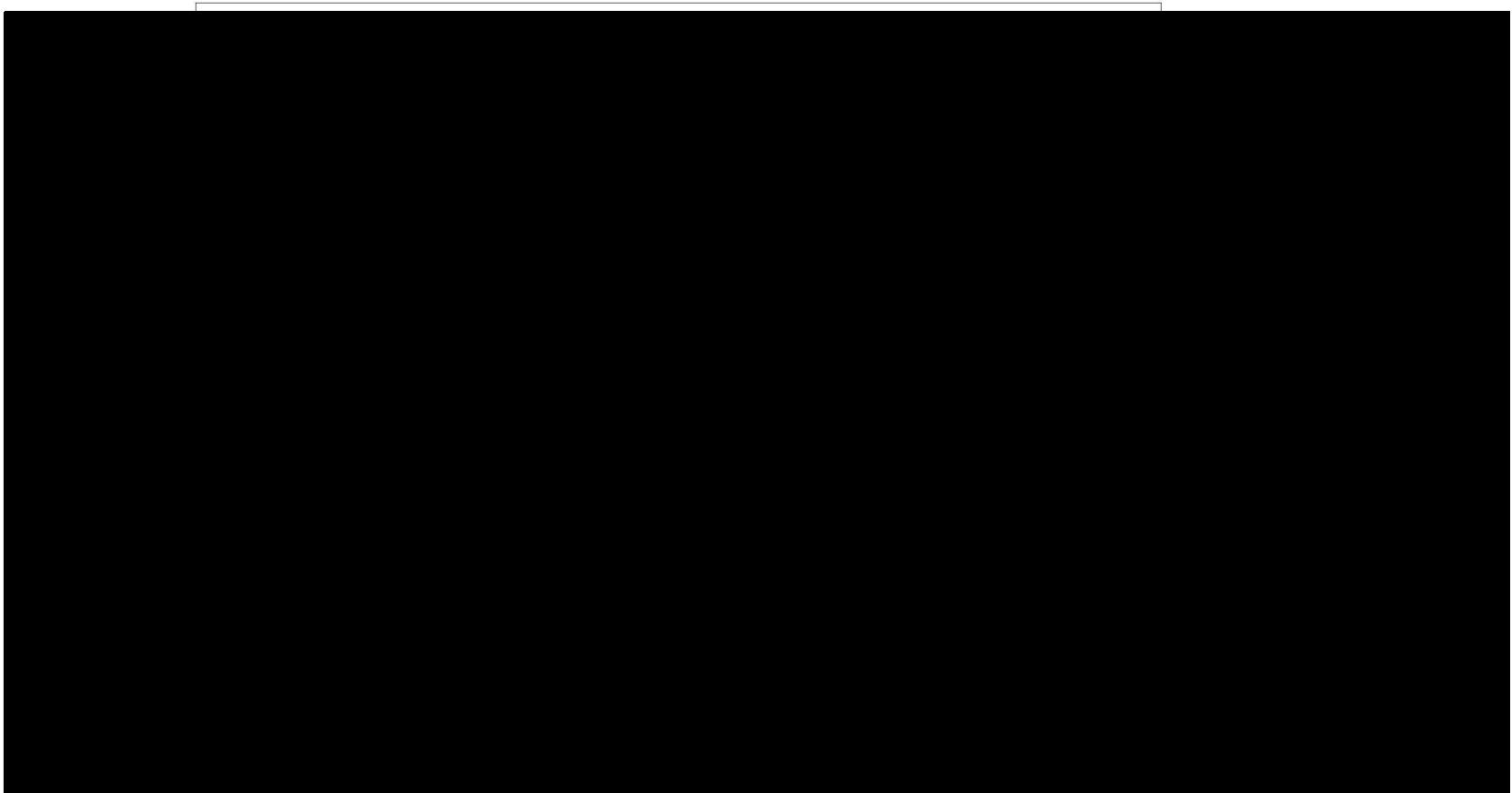


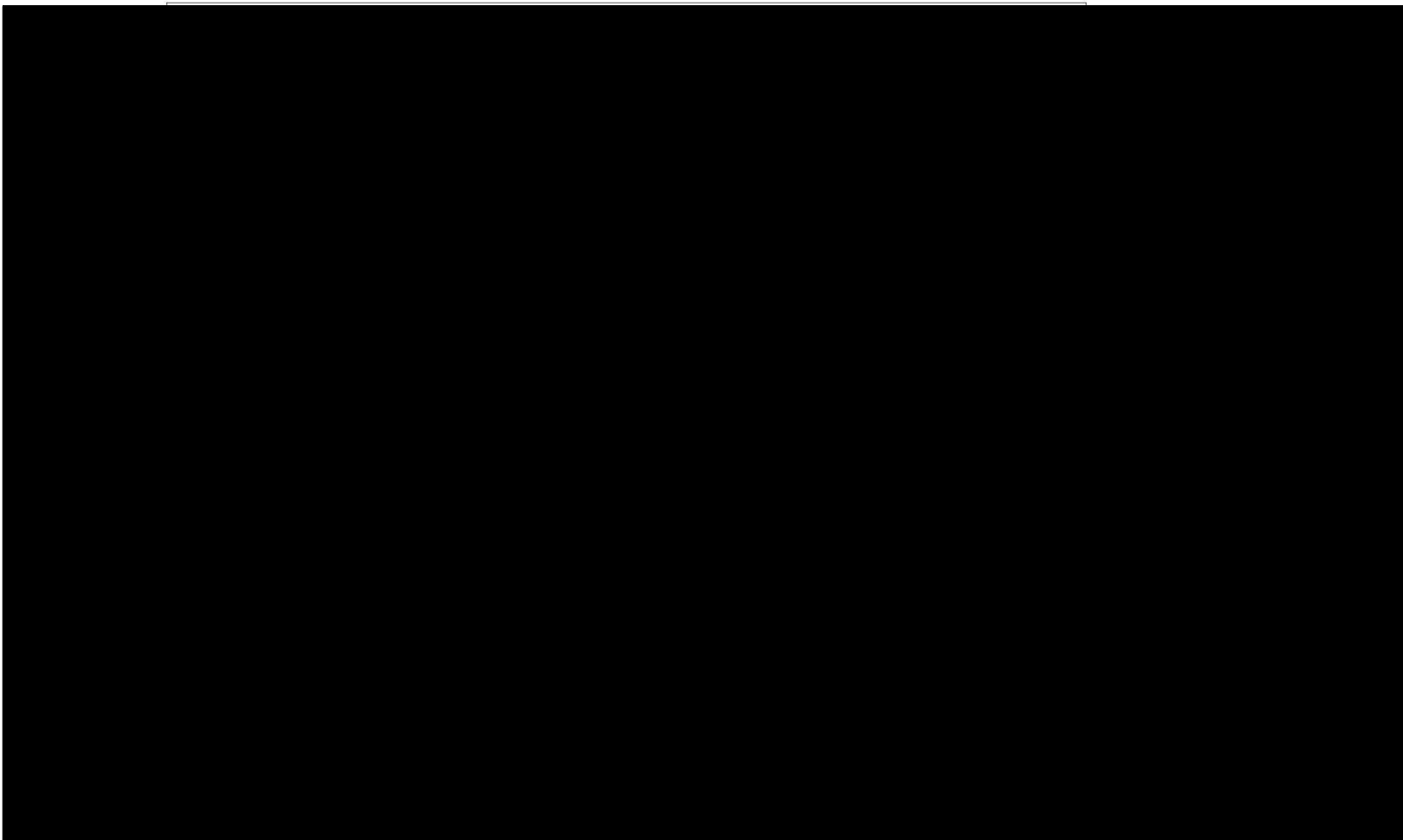


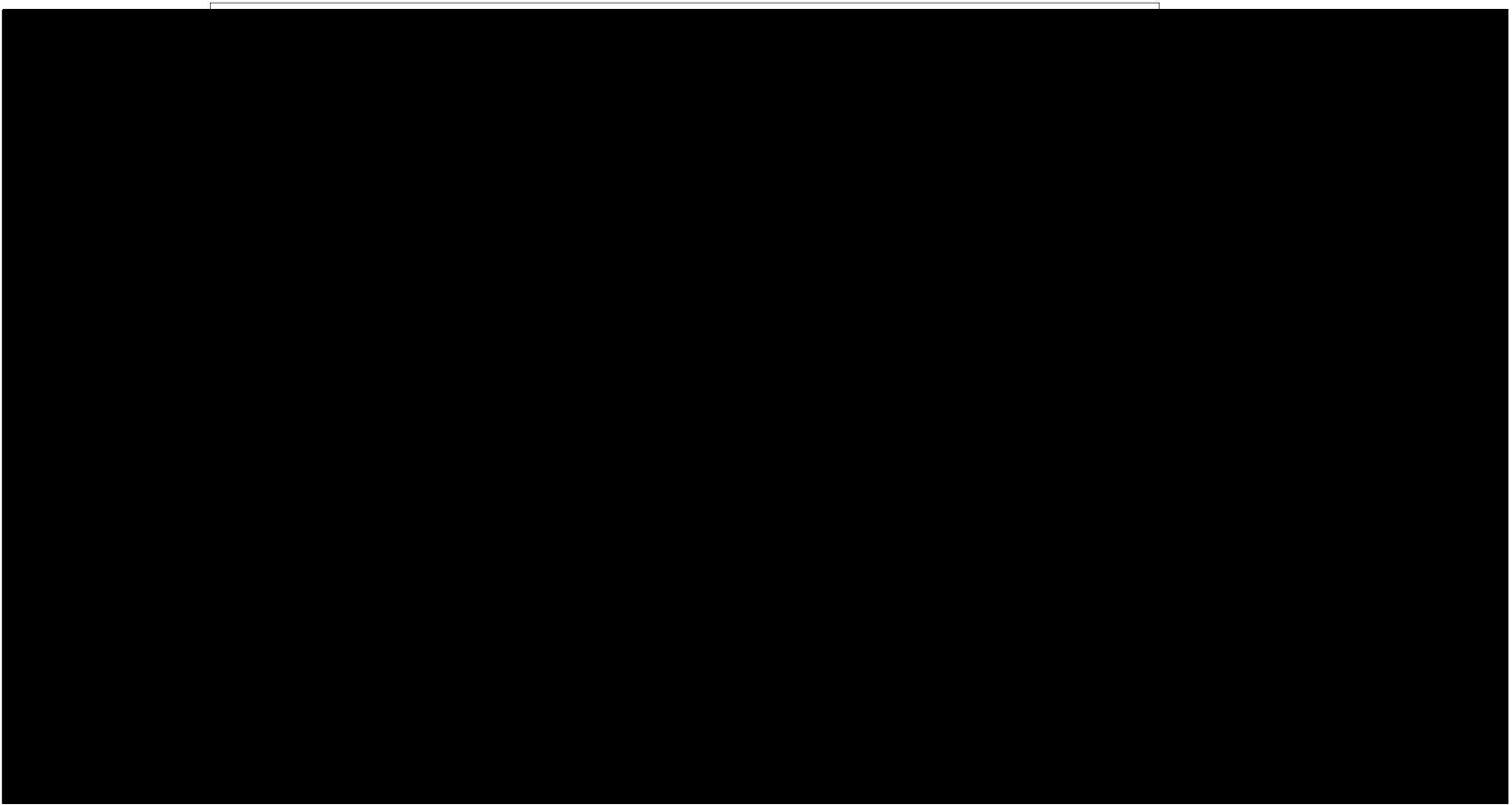


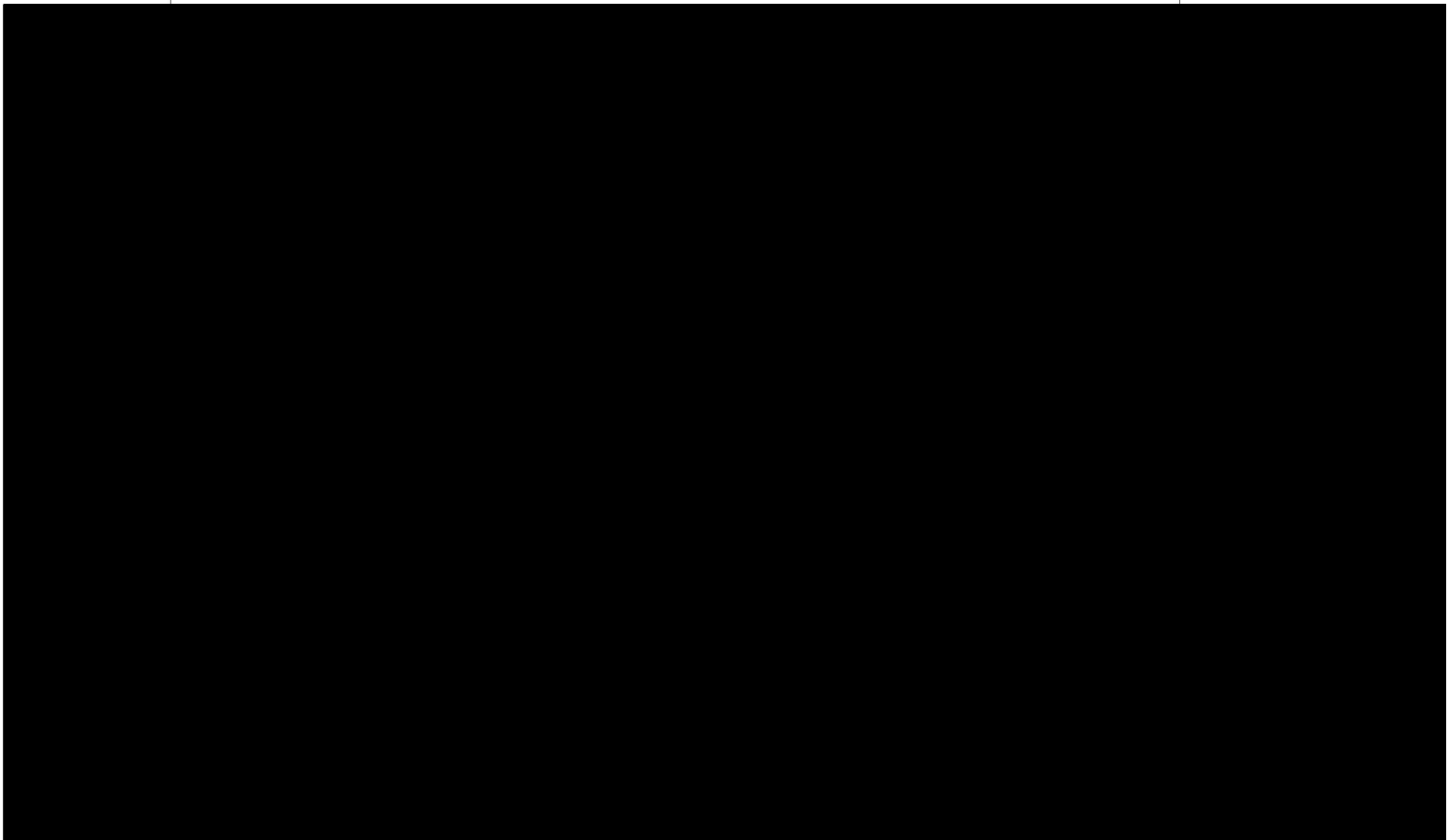


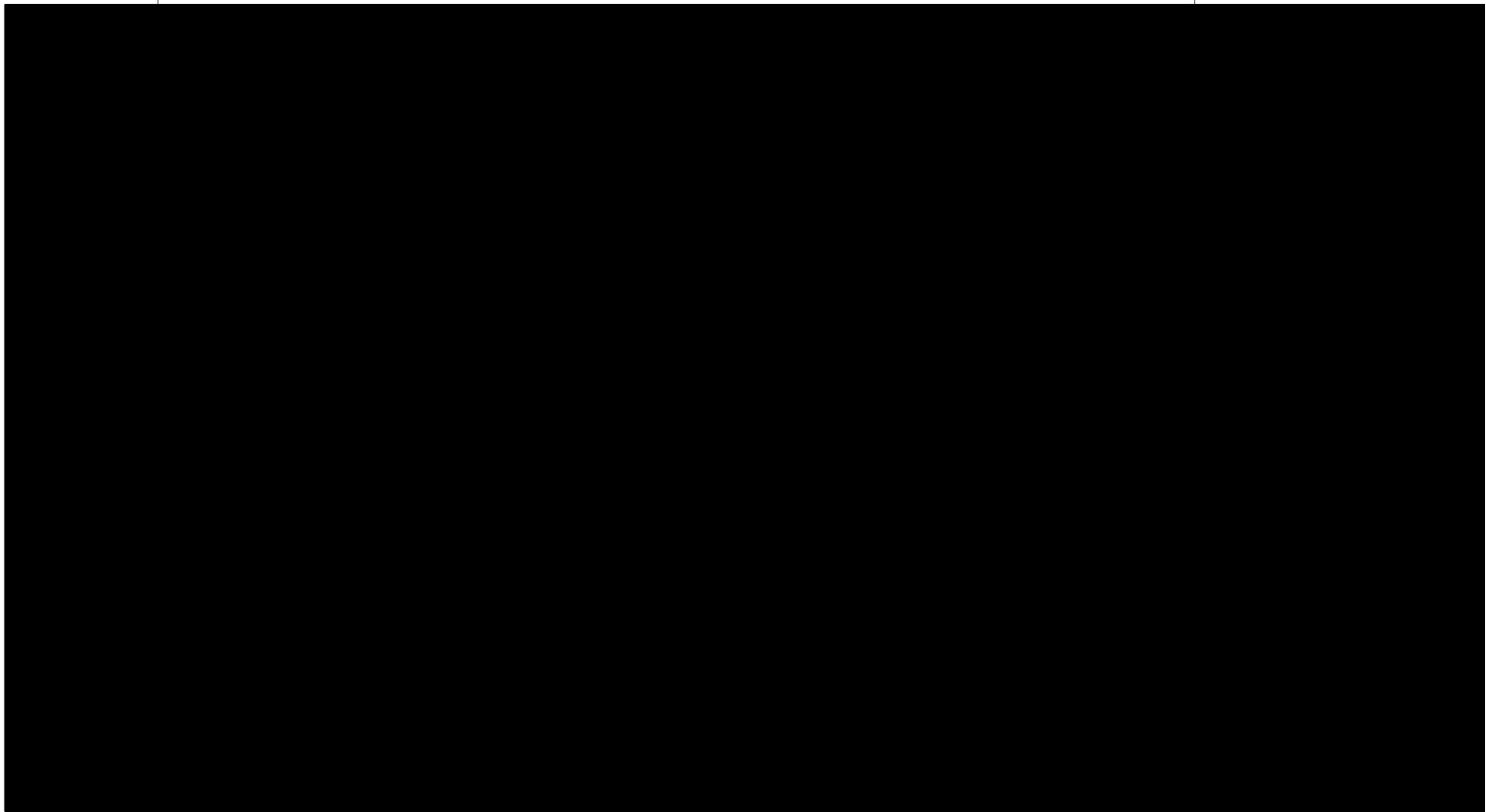


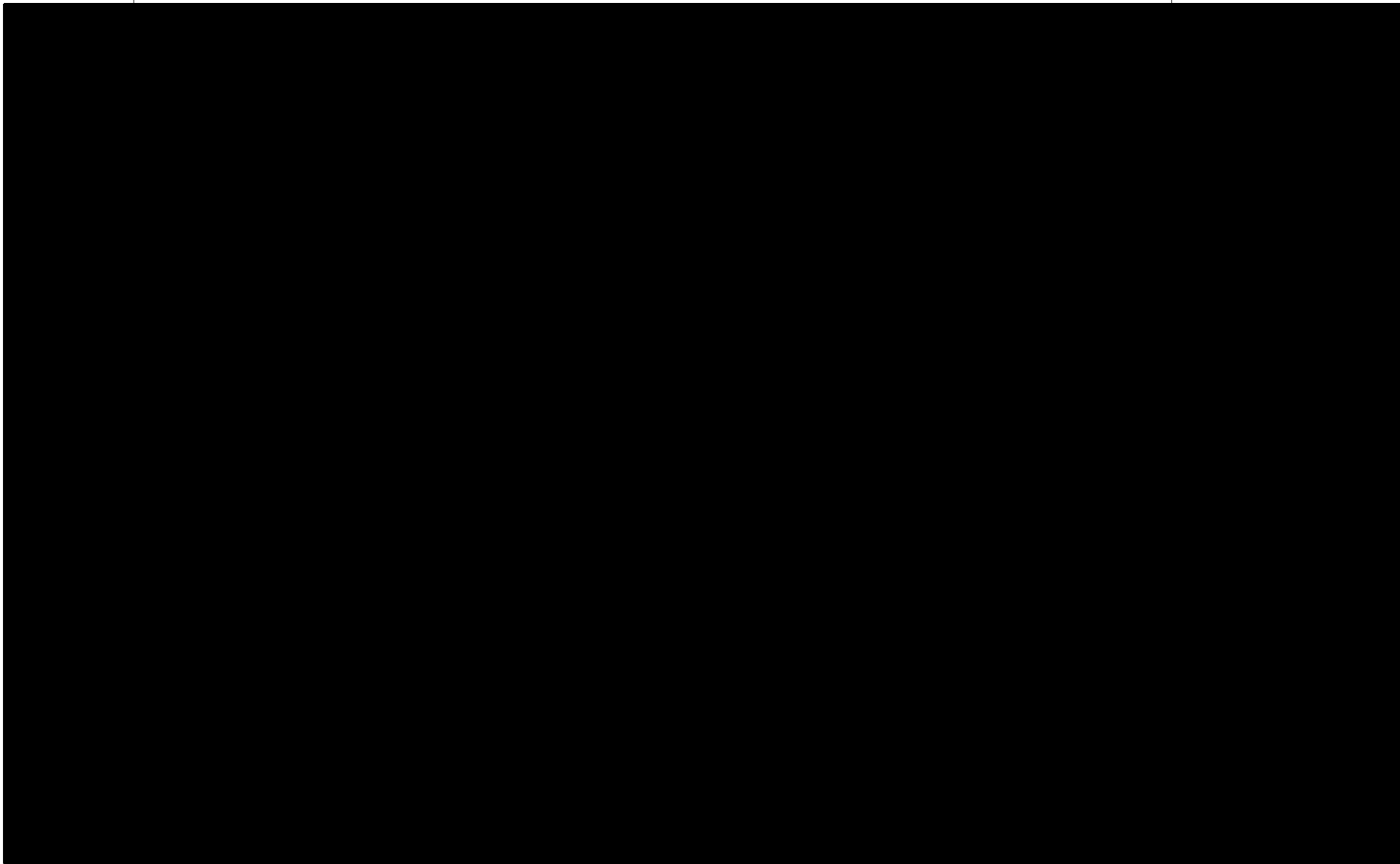


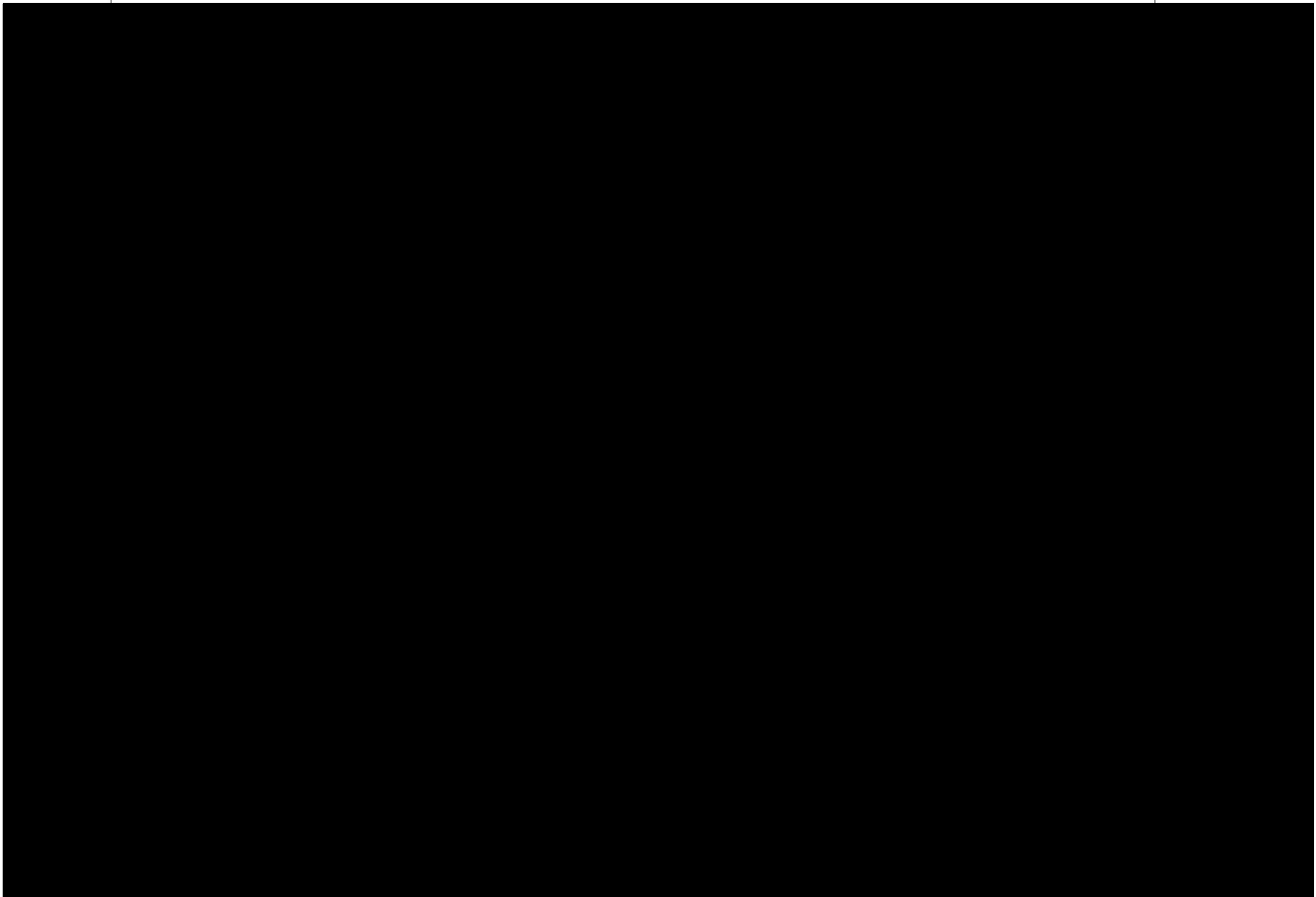






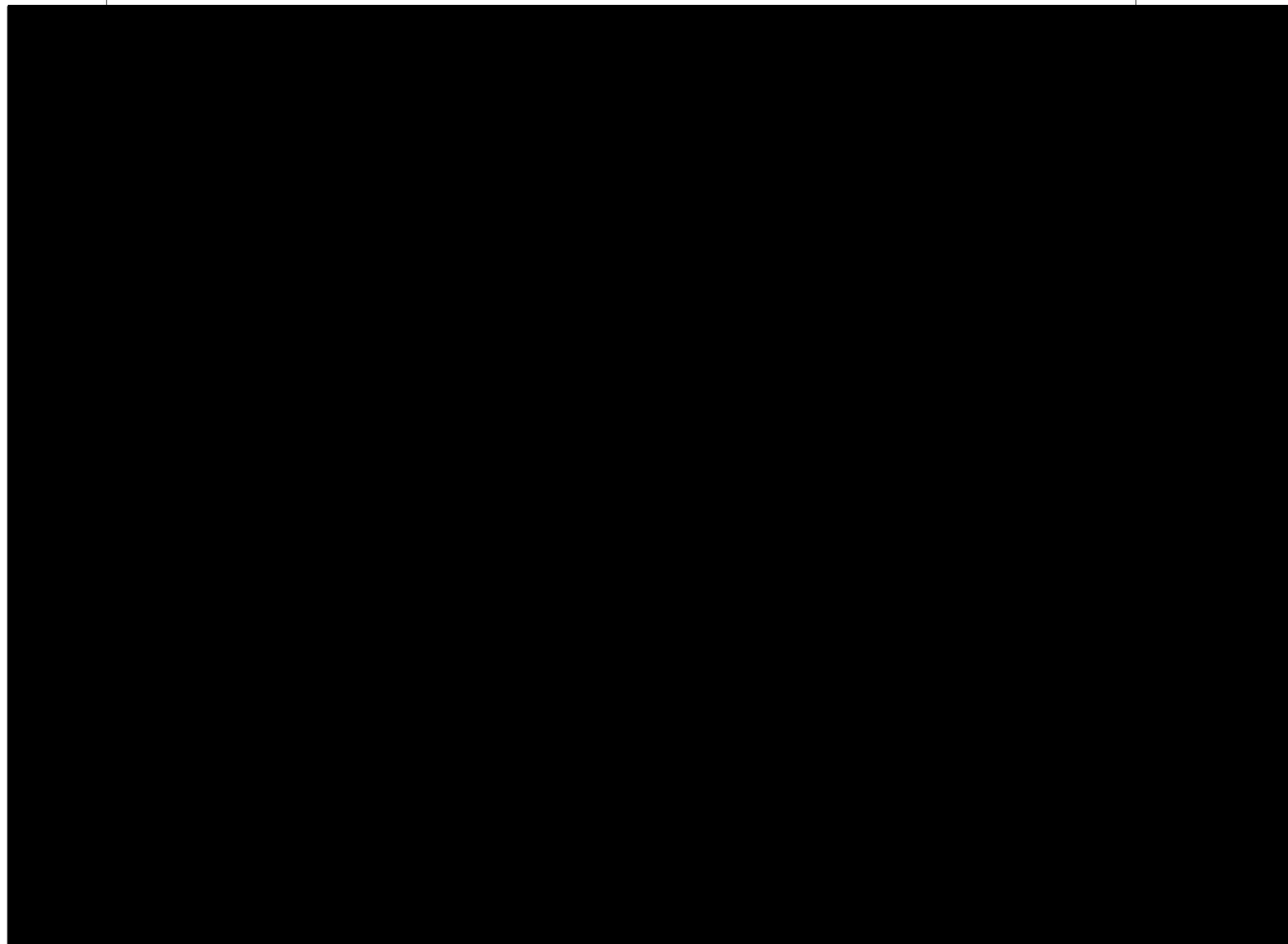










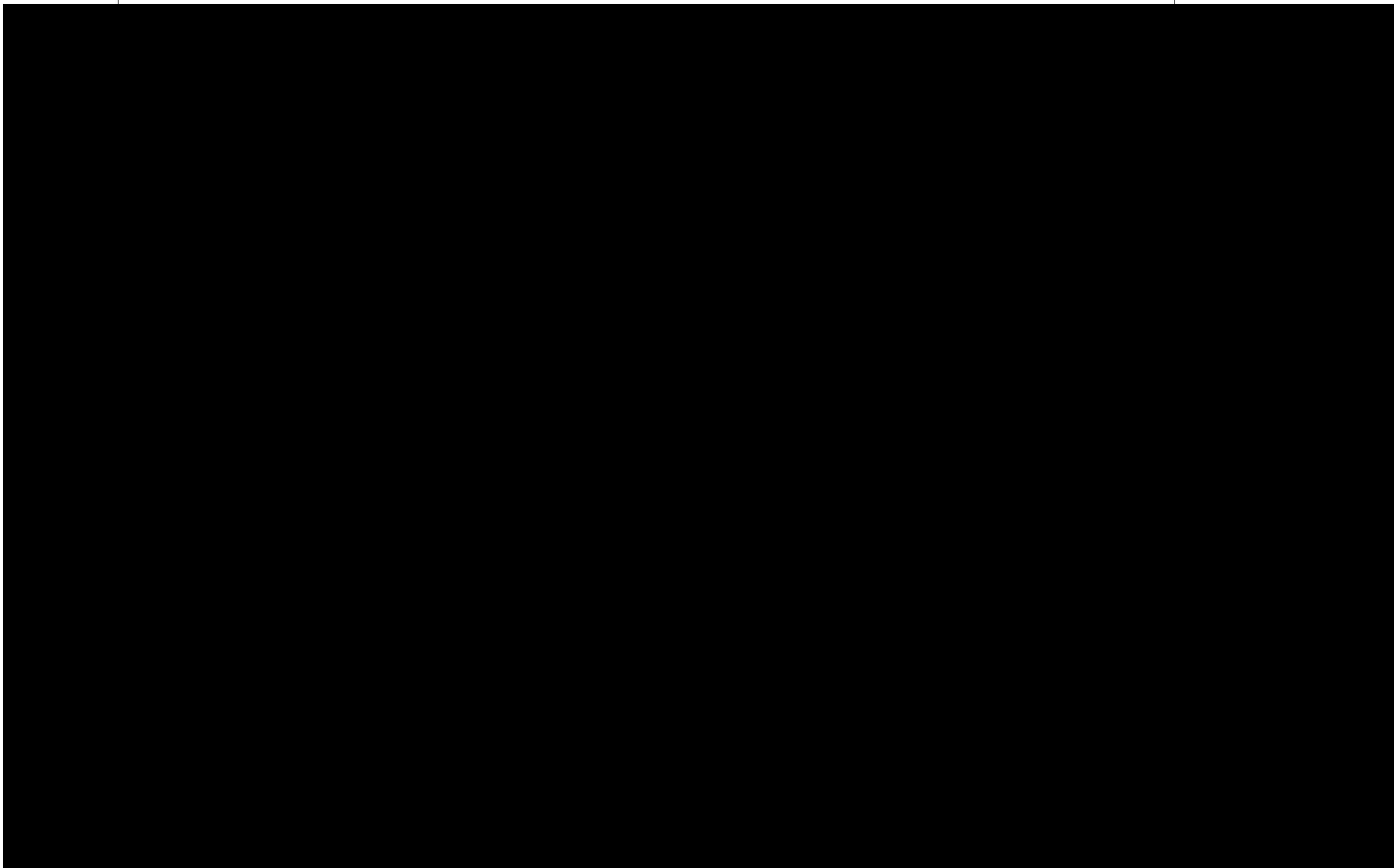


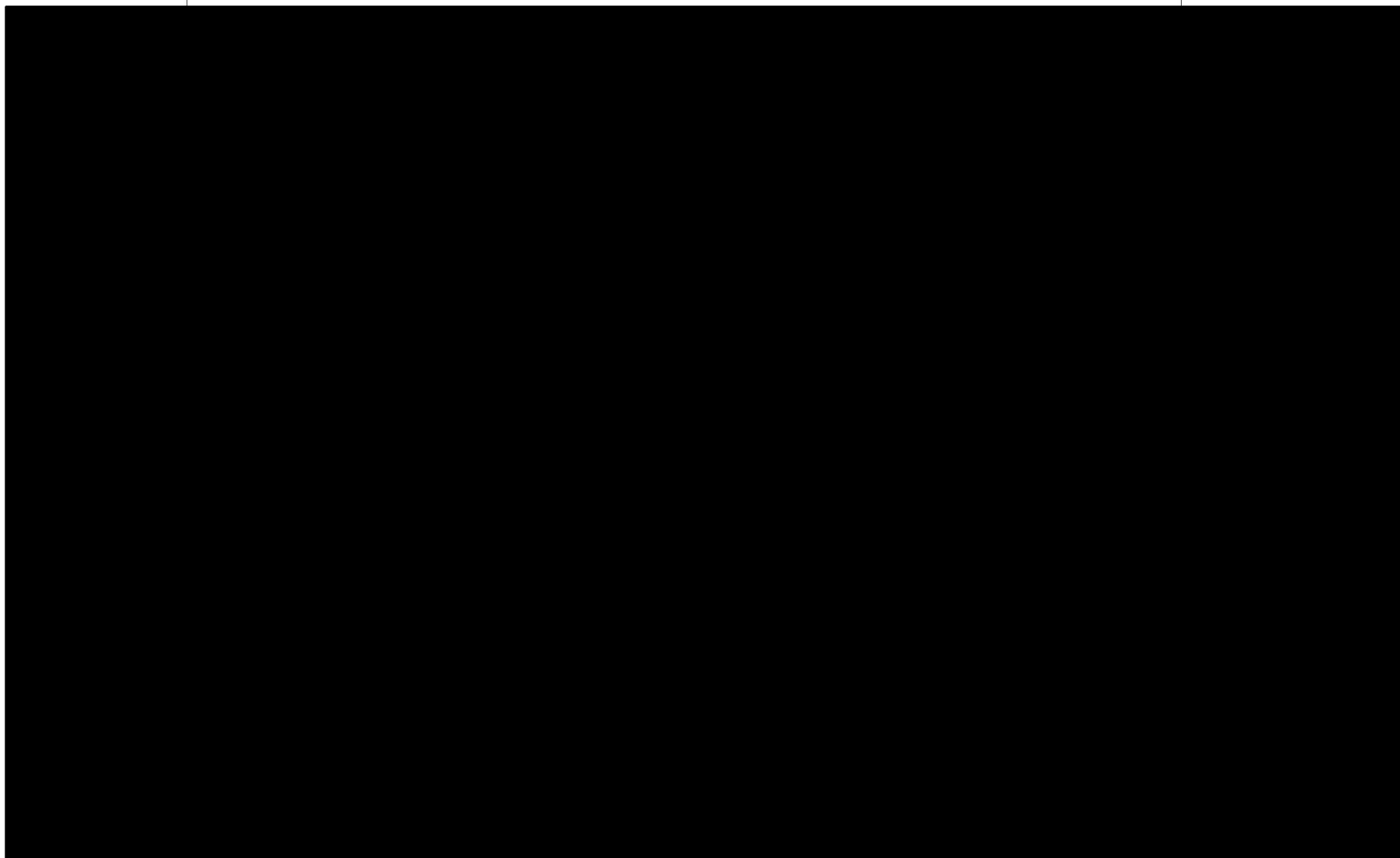


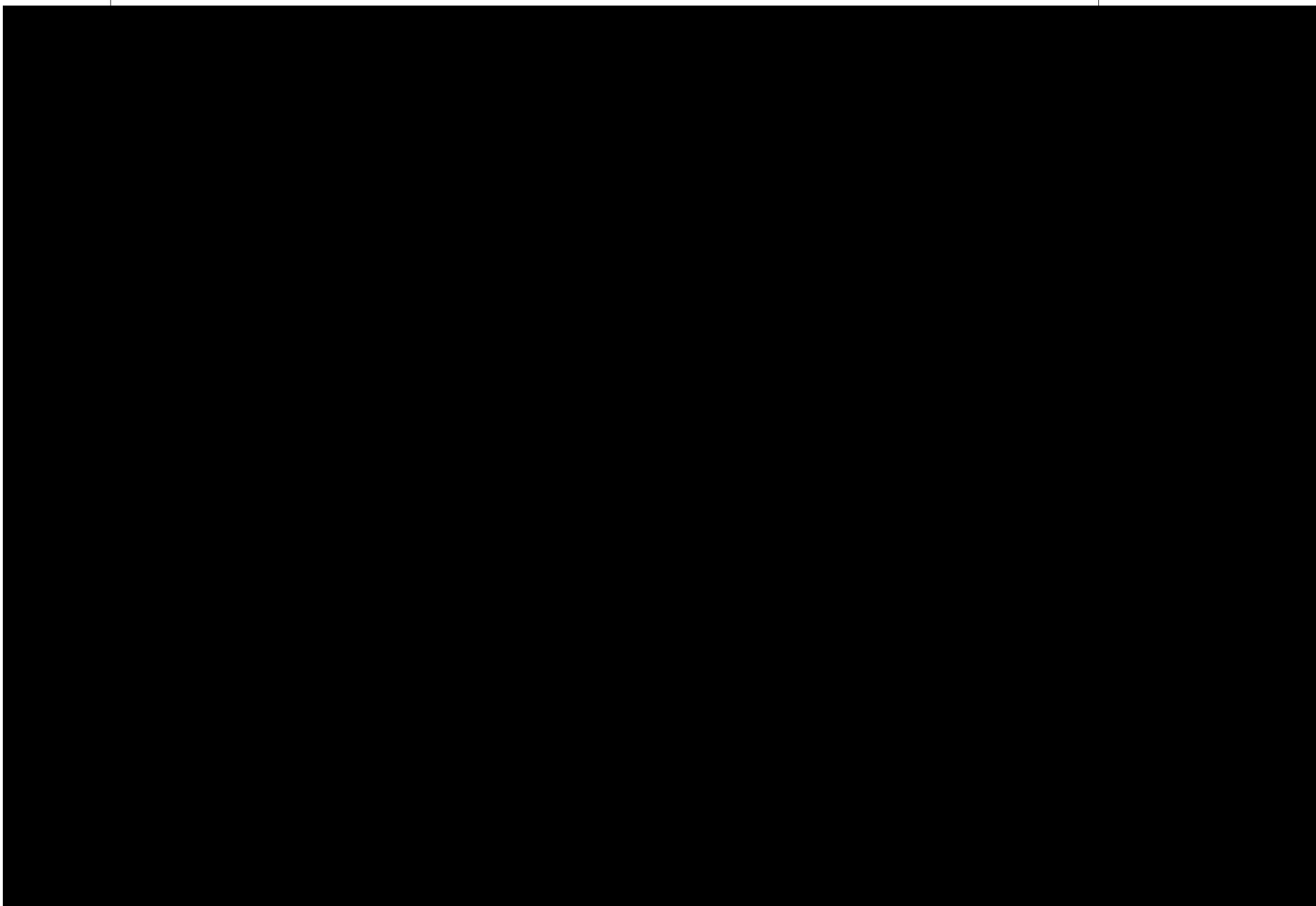
Buy Mix

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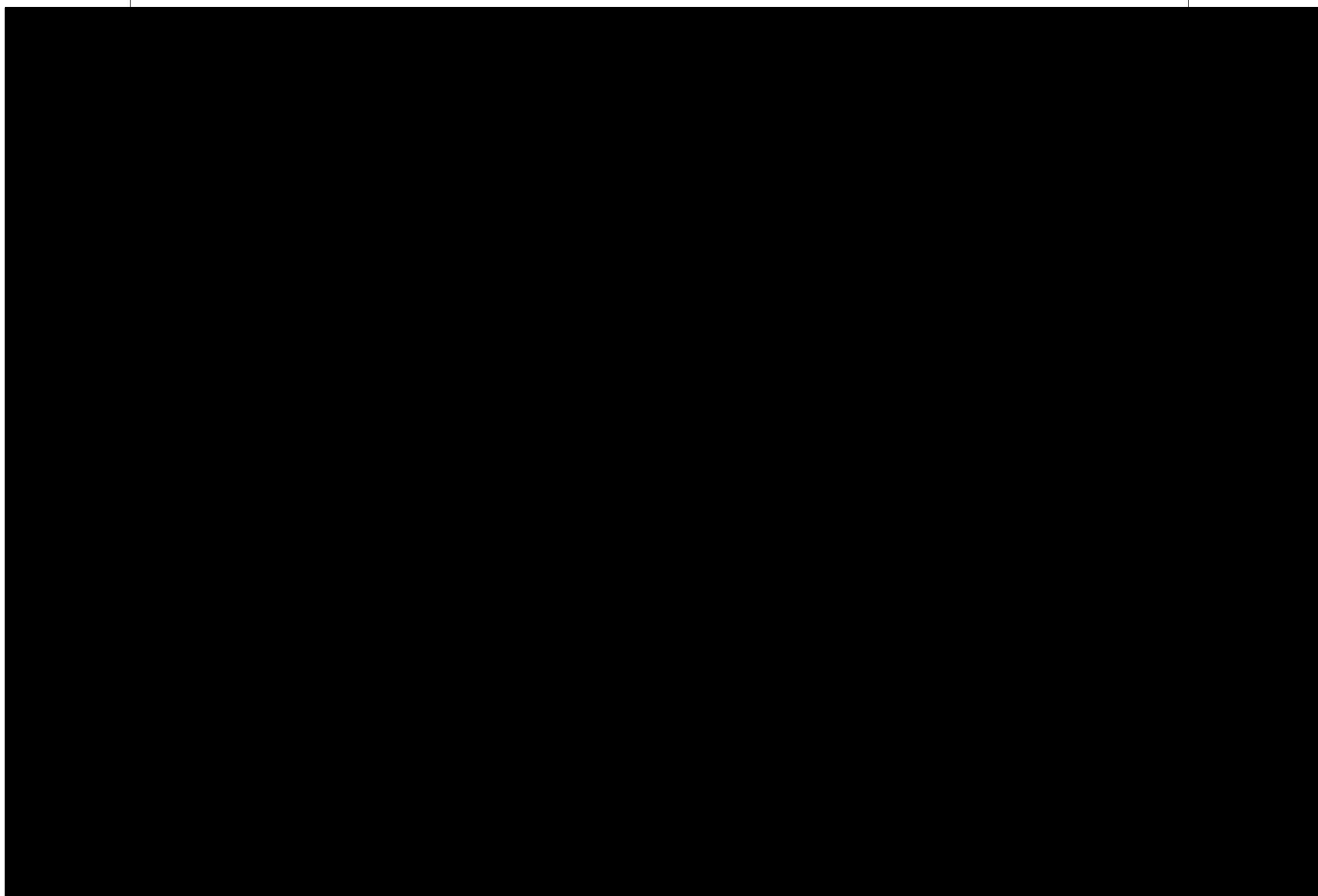


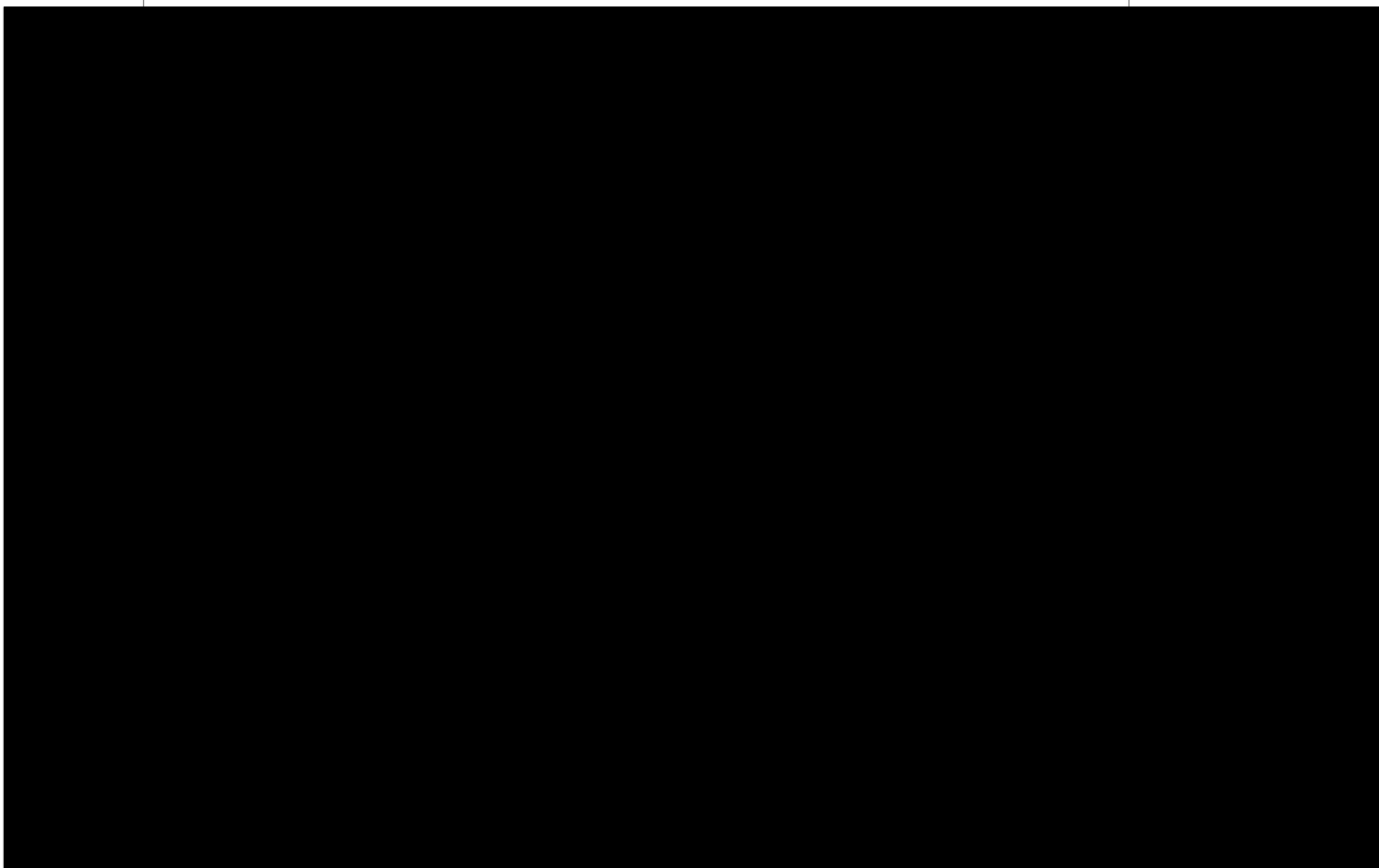


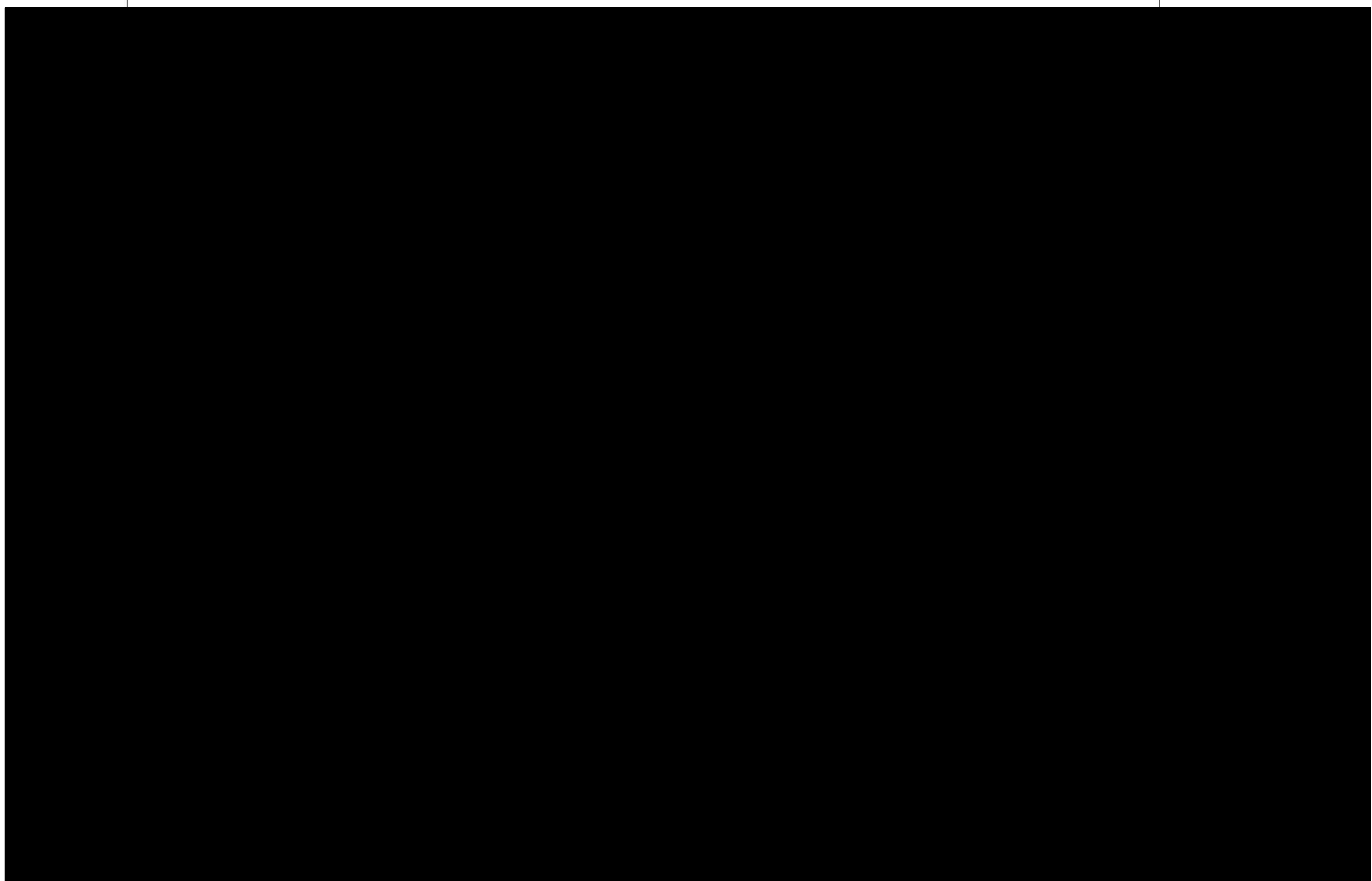












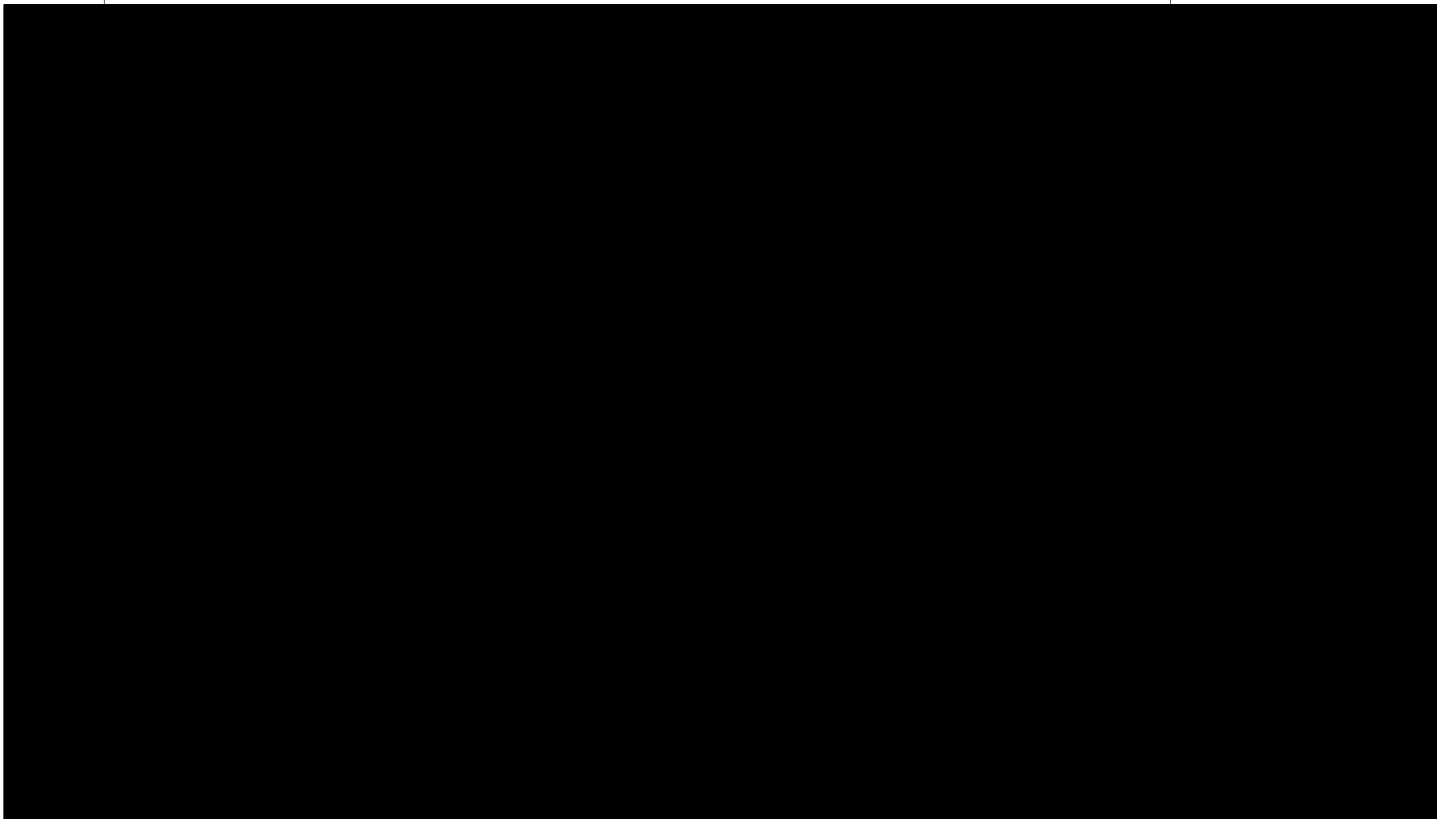
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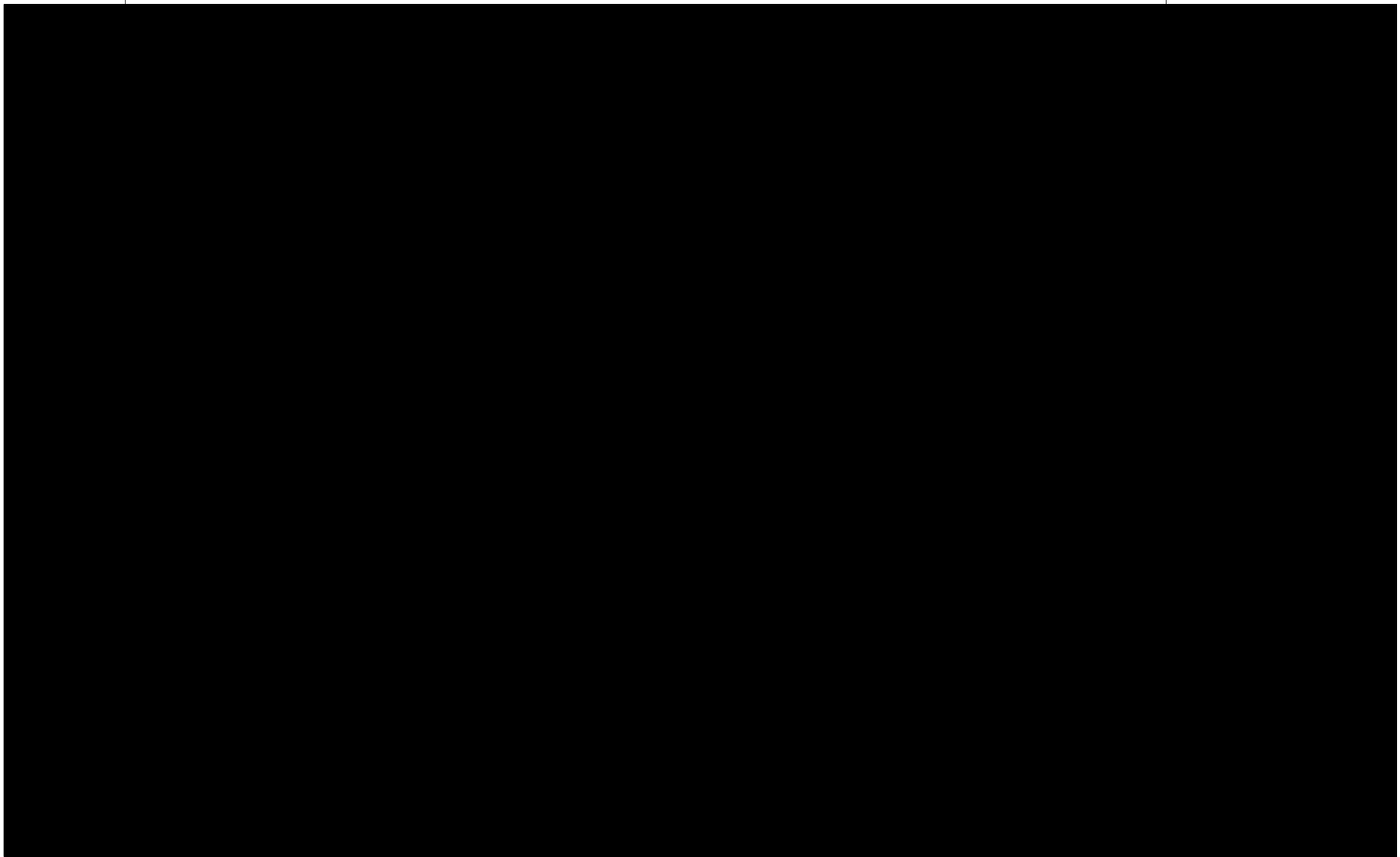


## Size perceptions

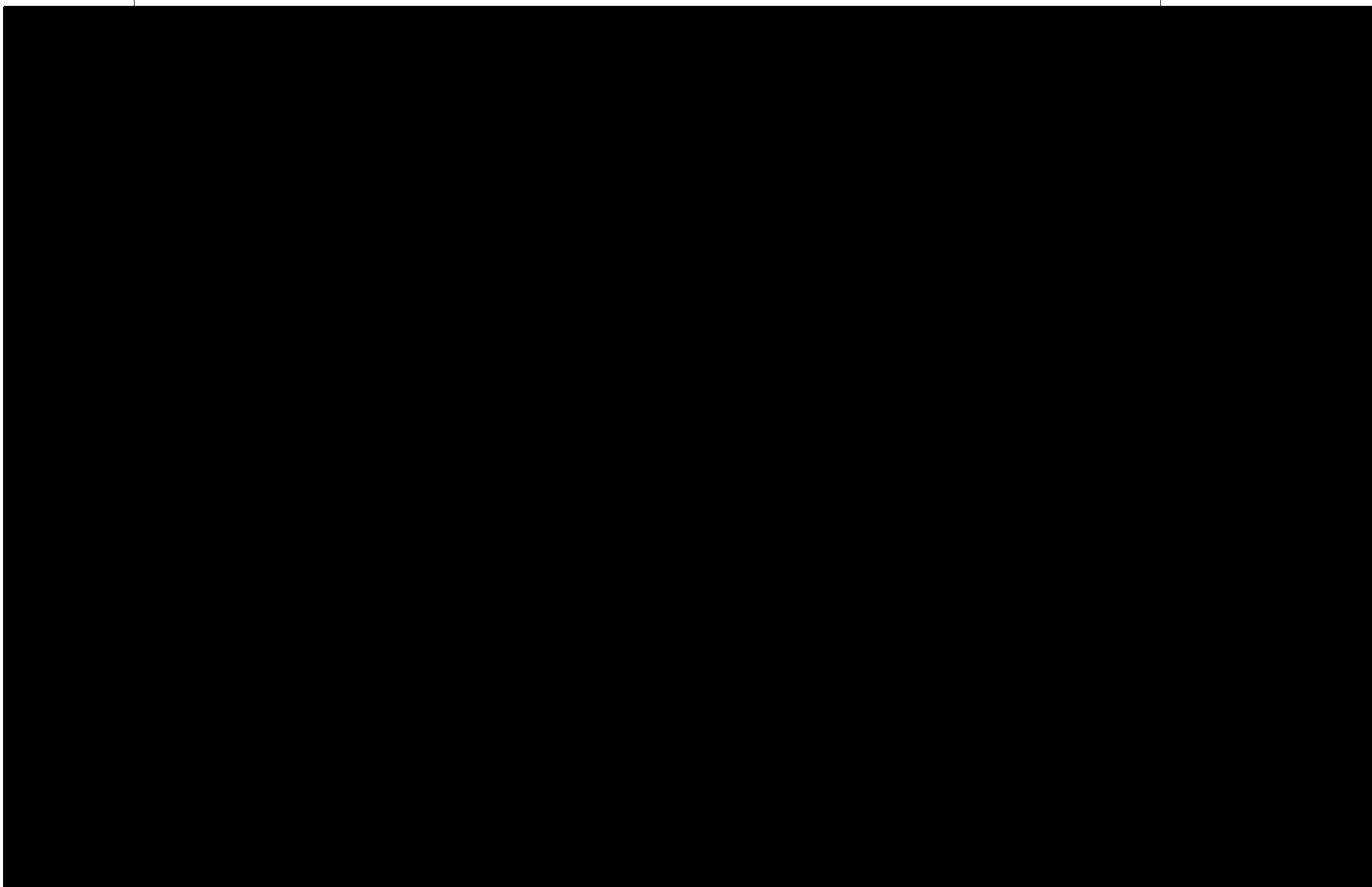
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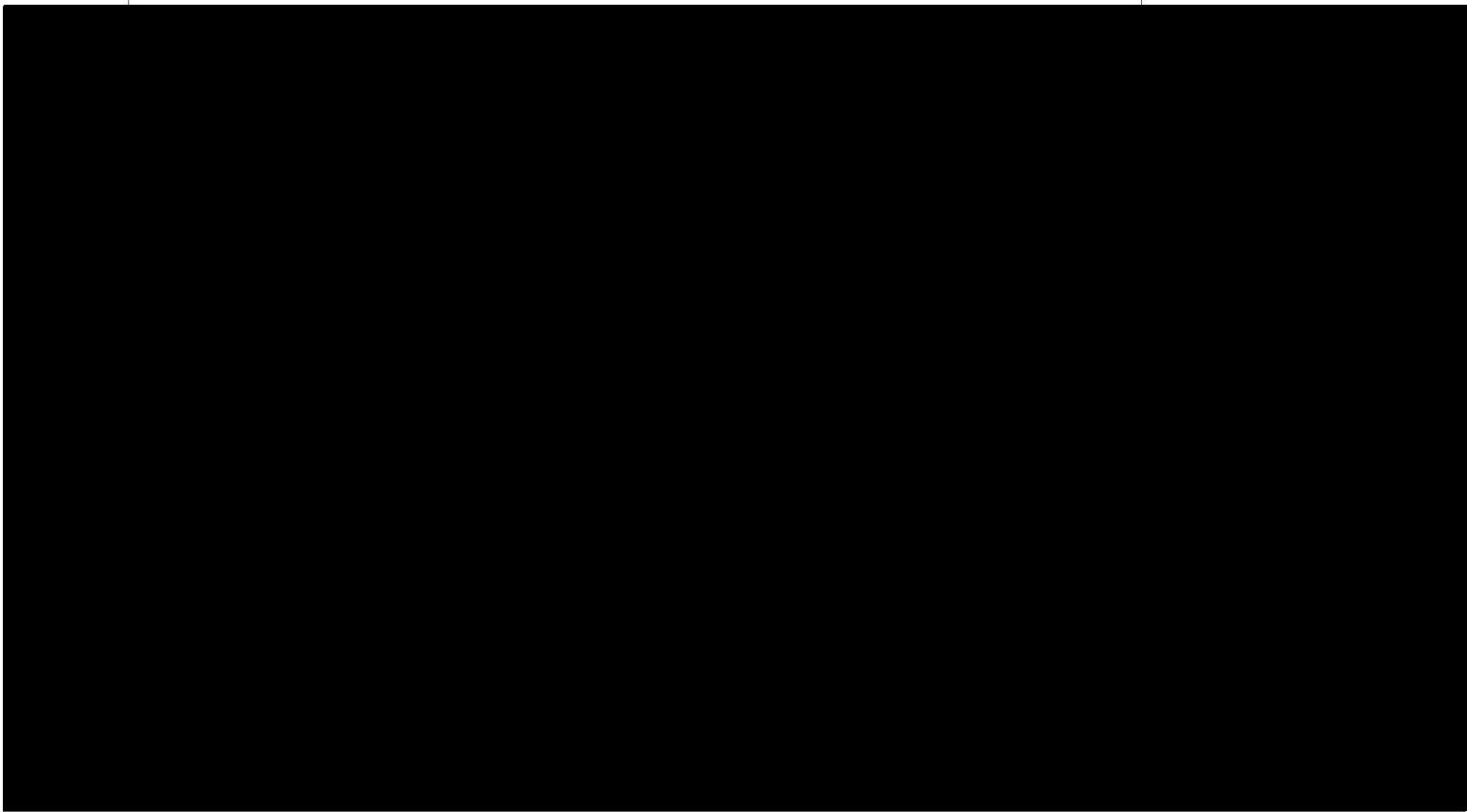


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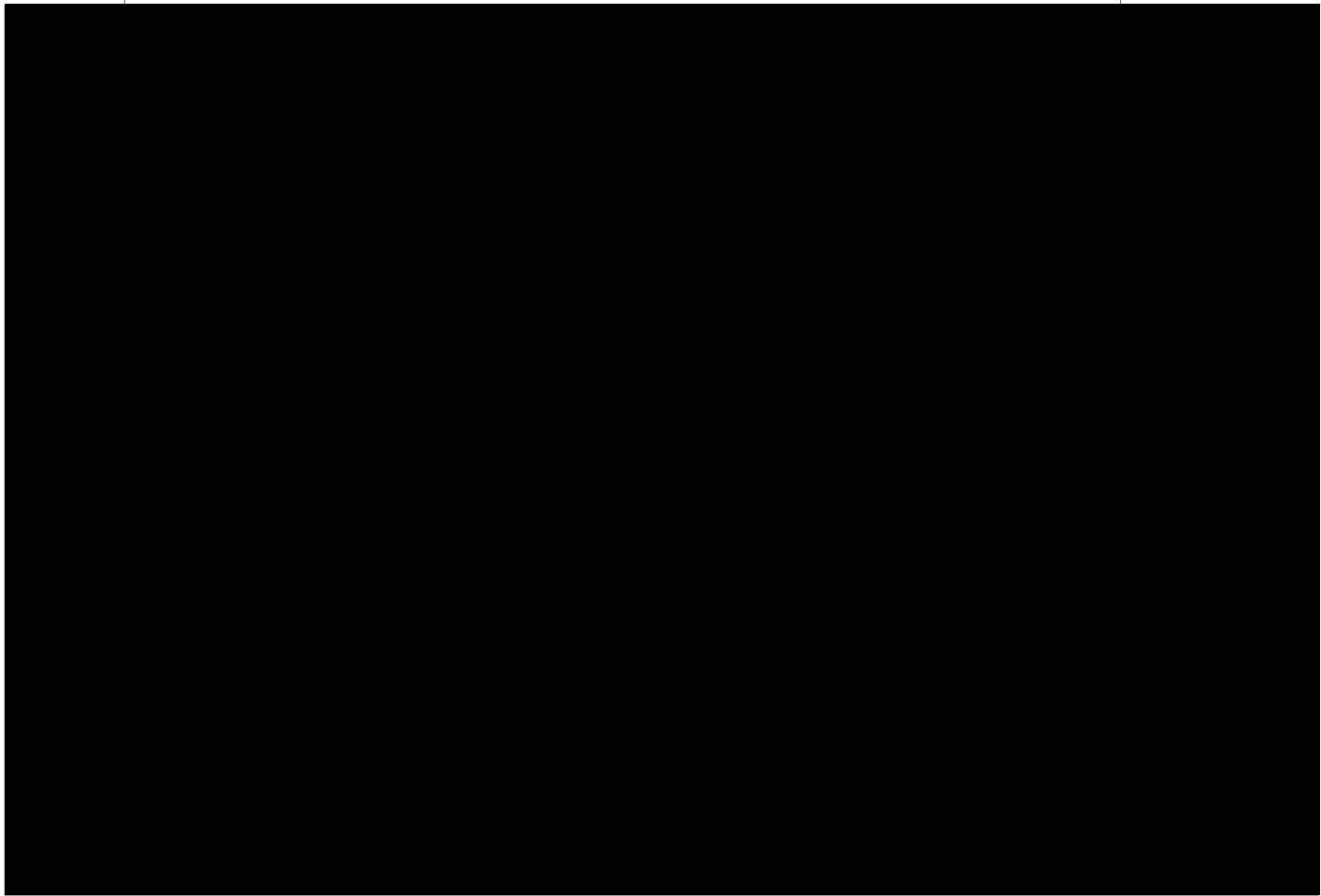






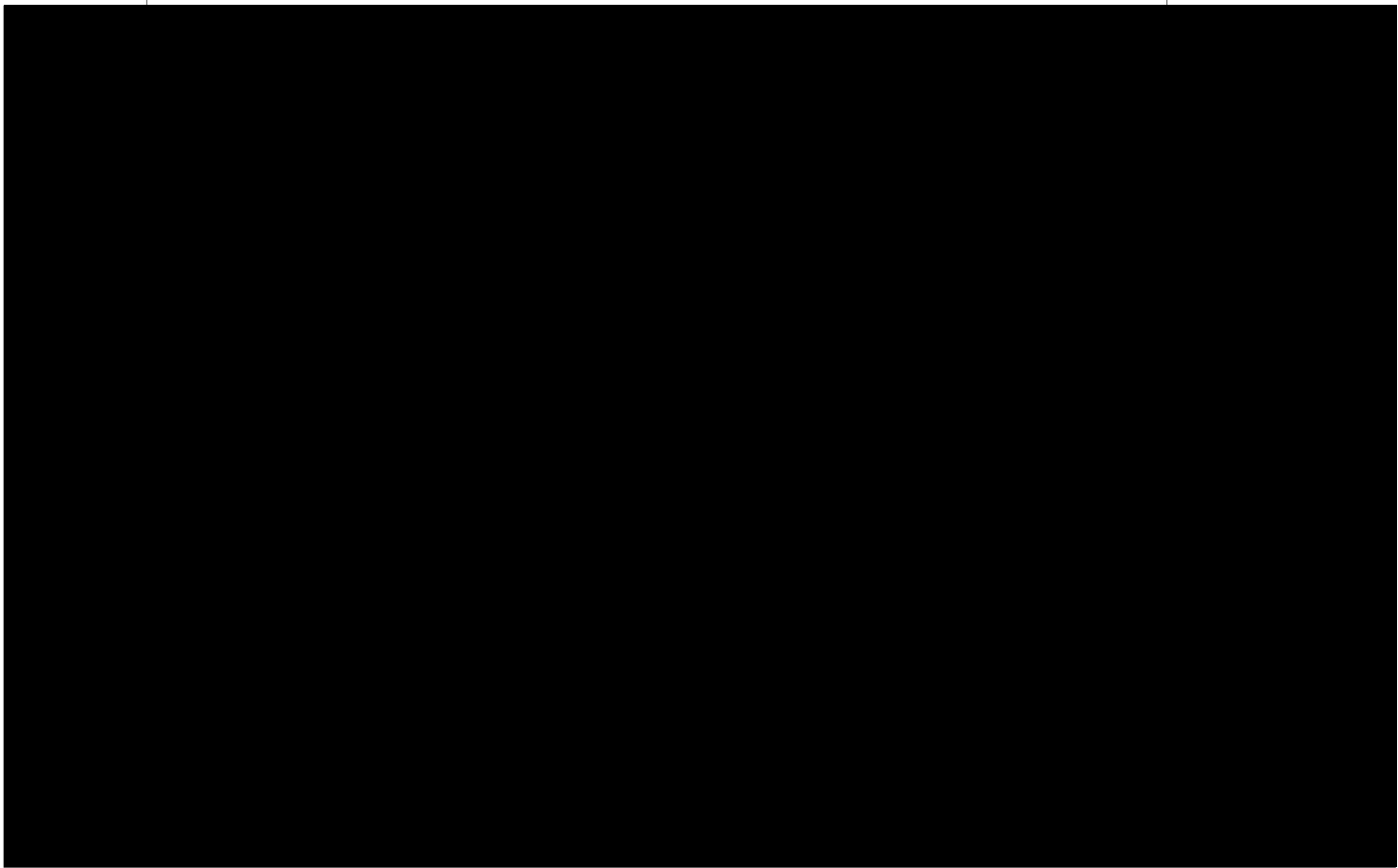


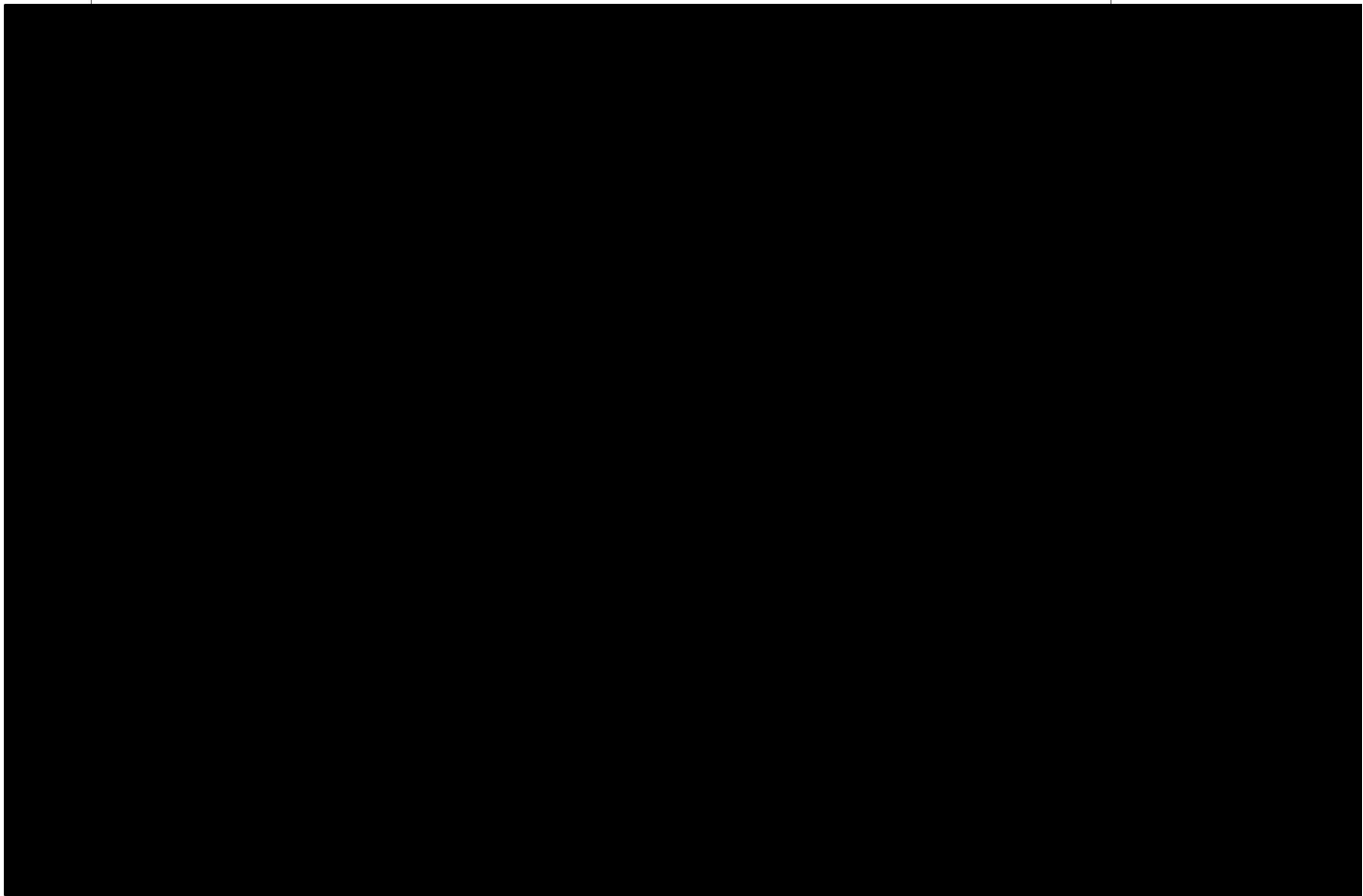
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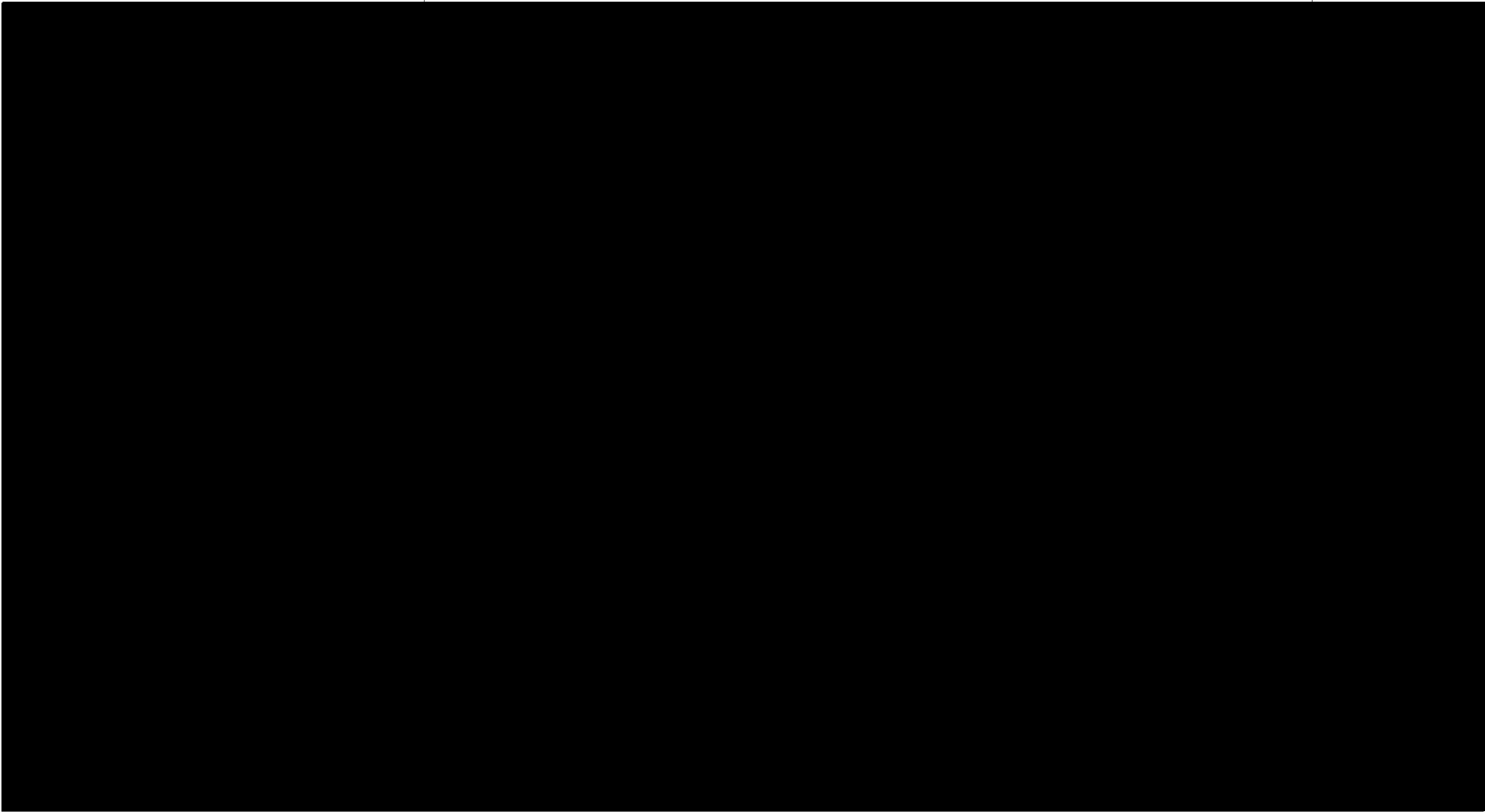


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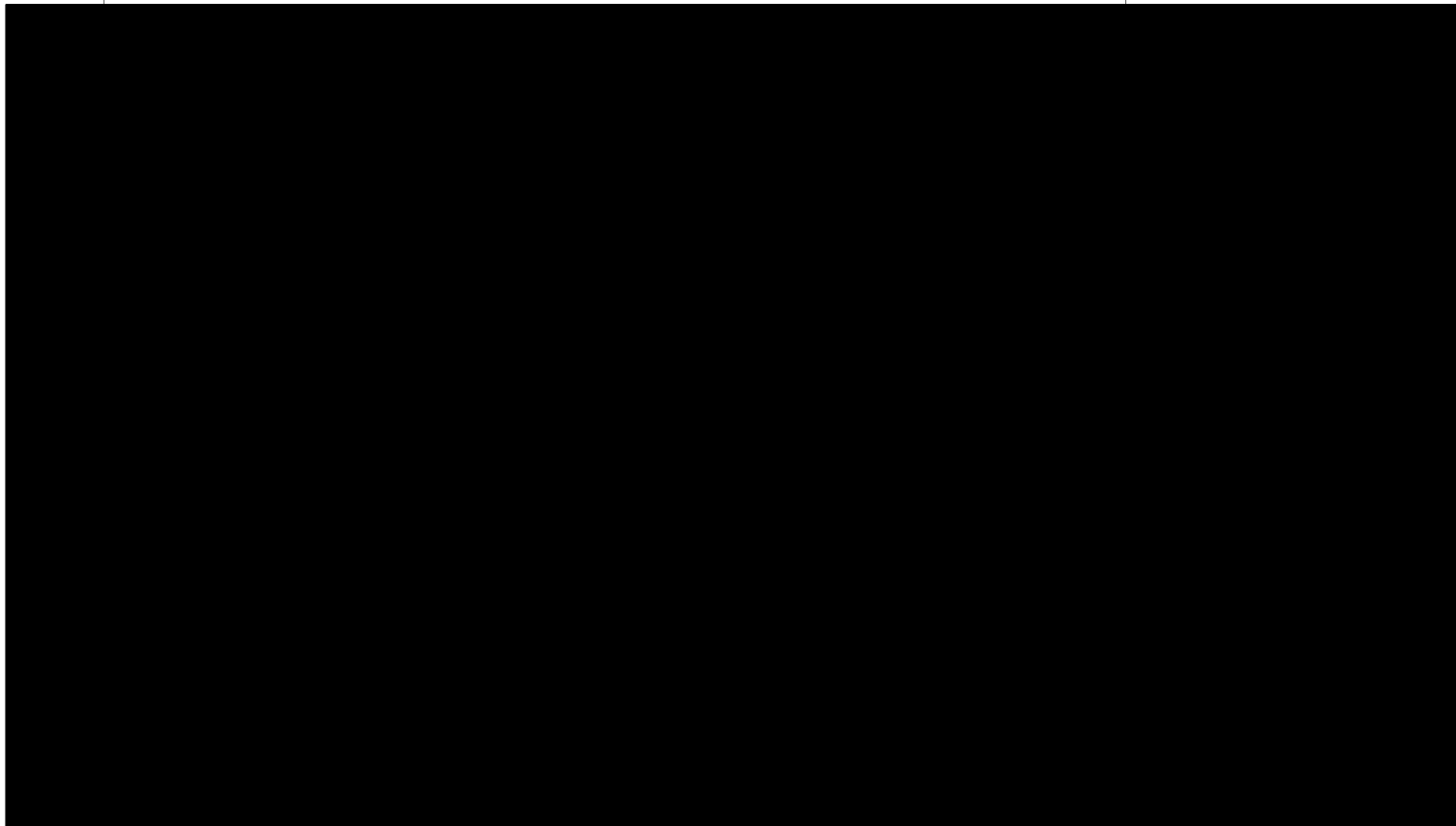
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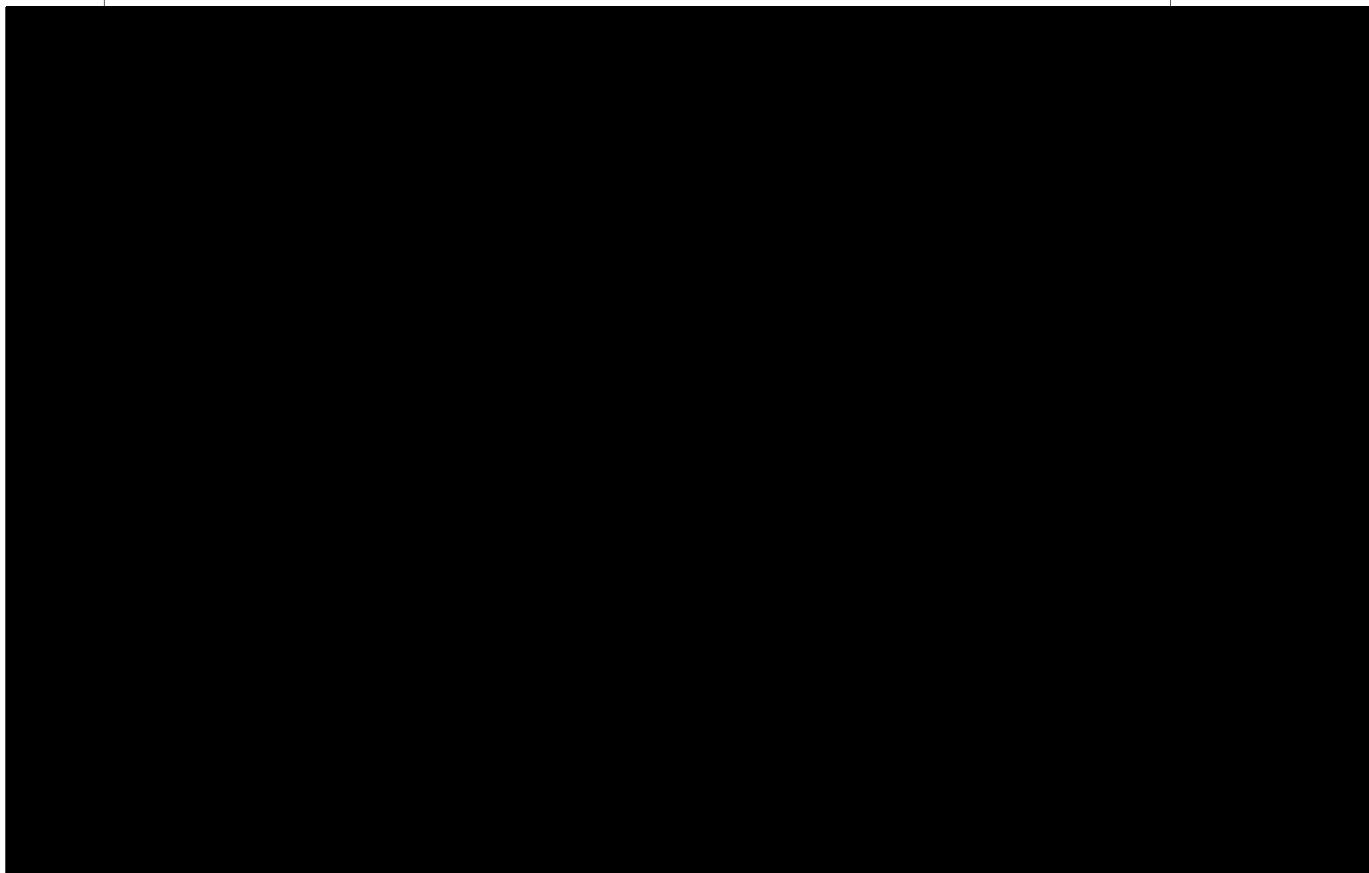


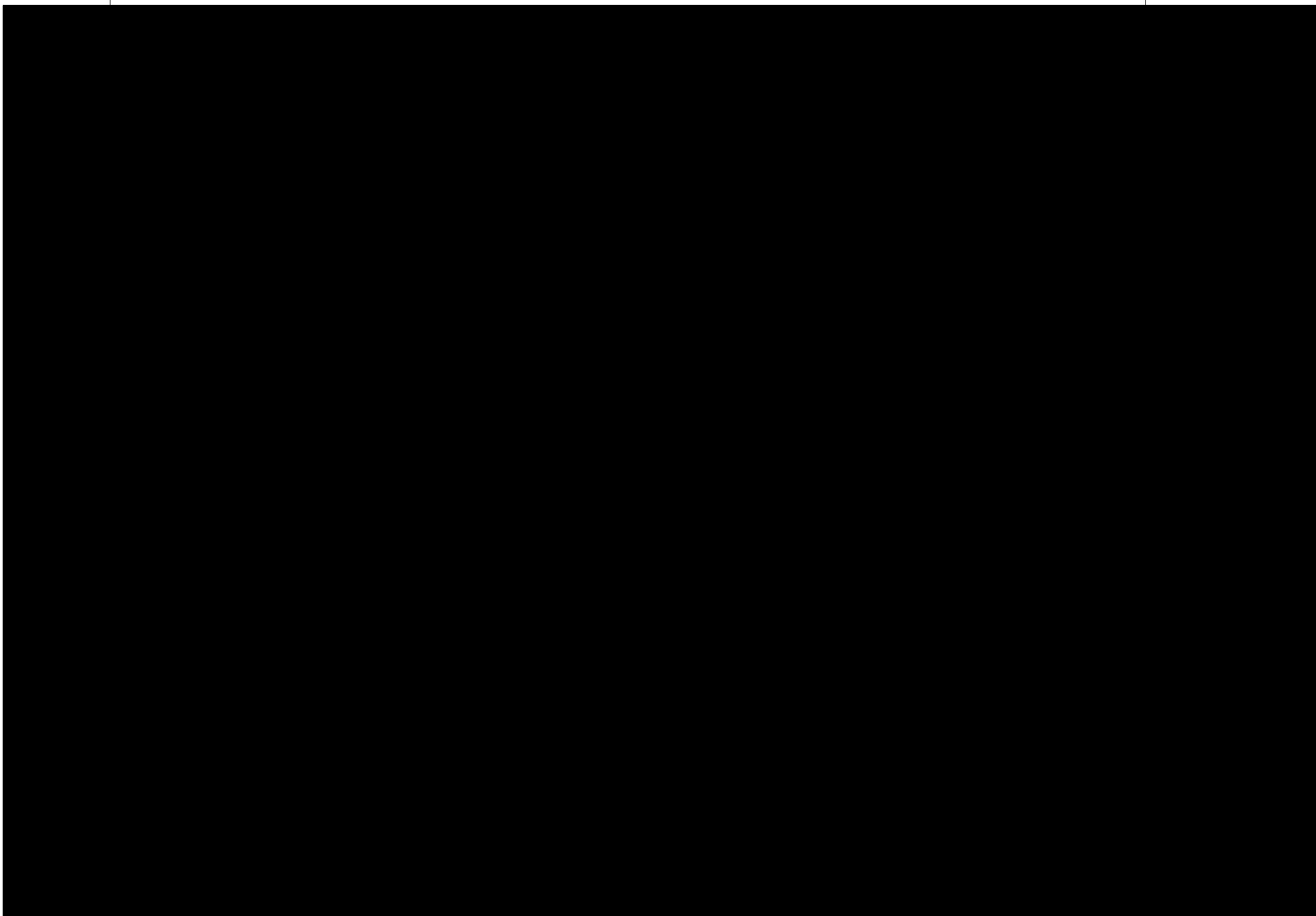


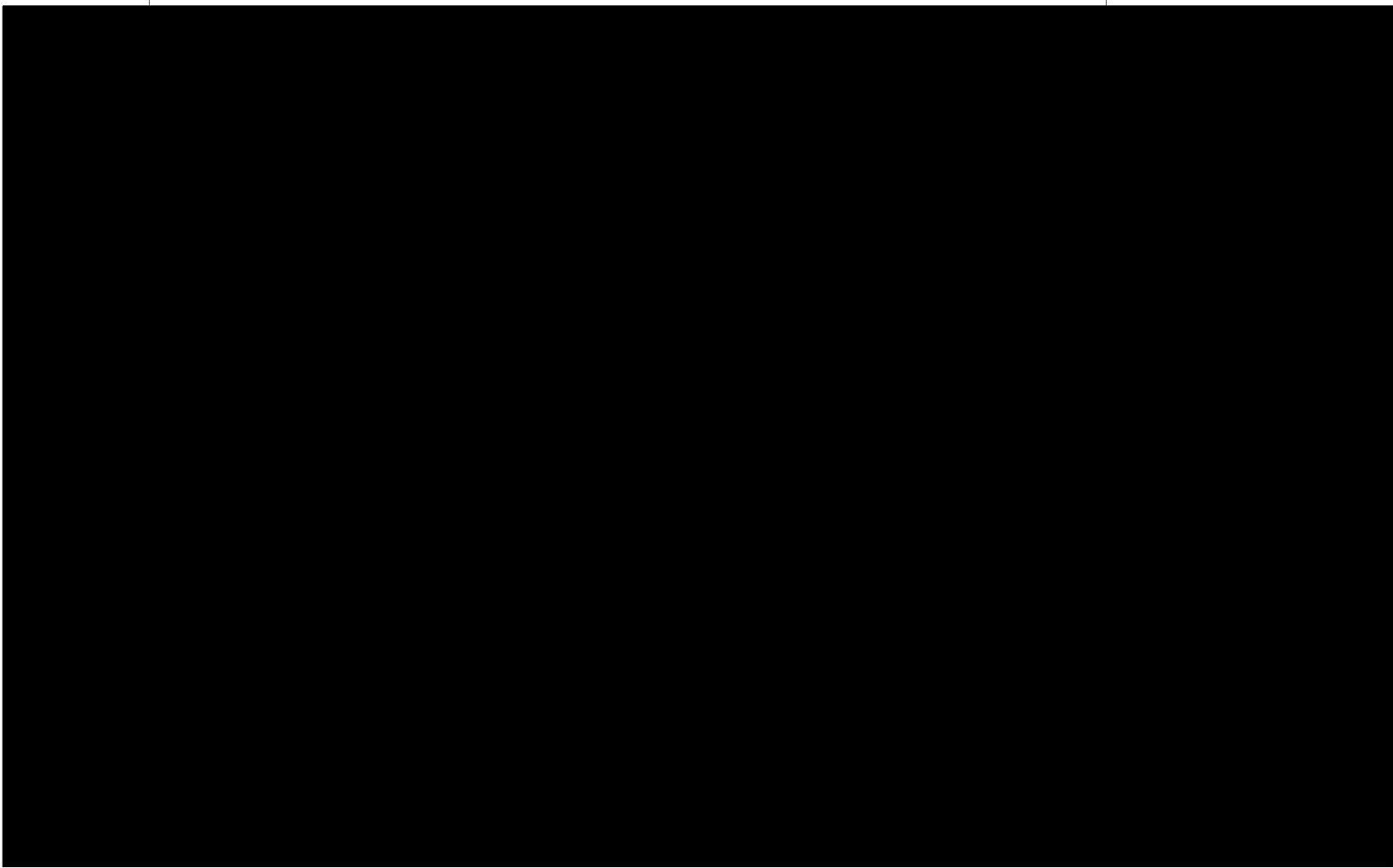


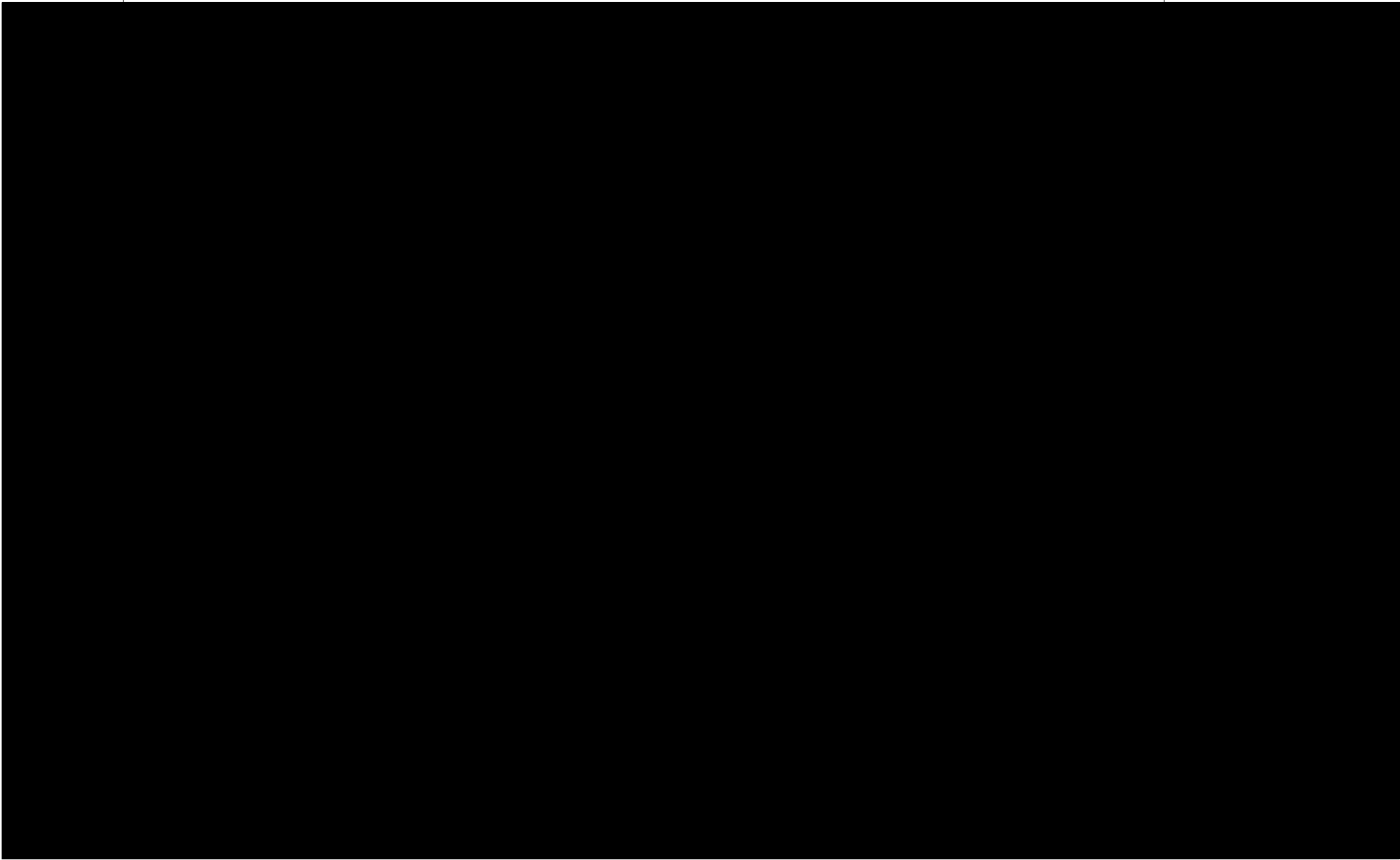




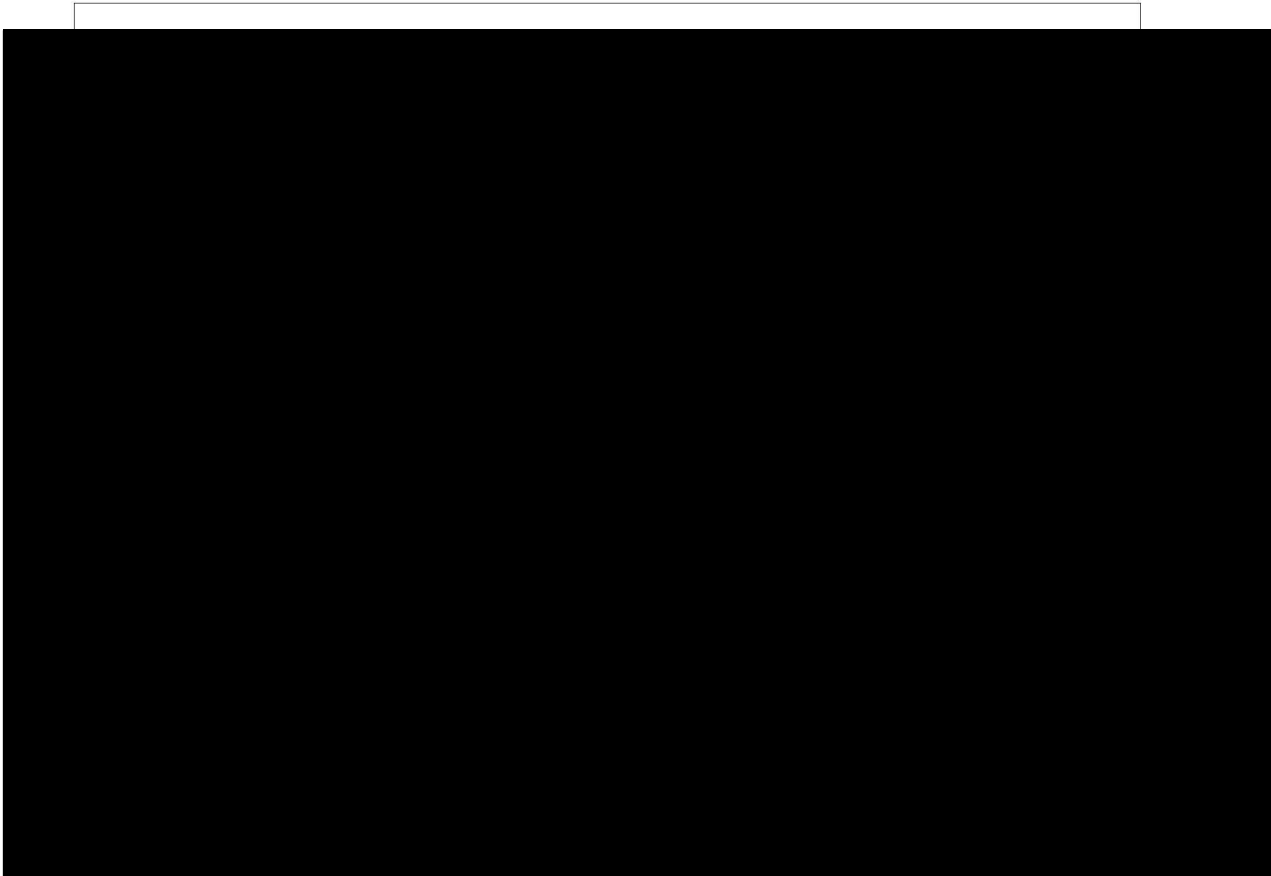






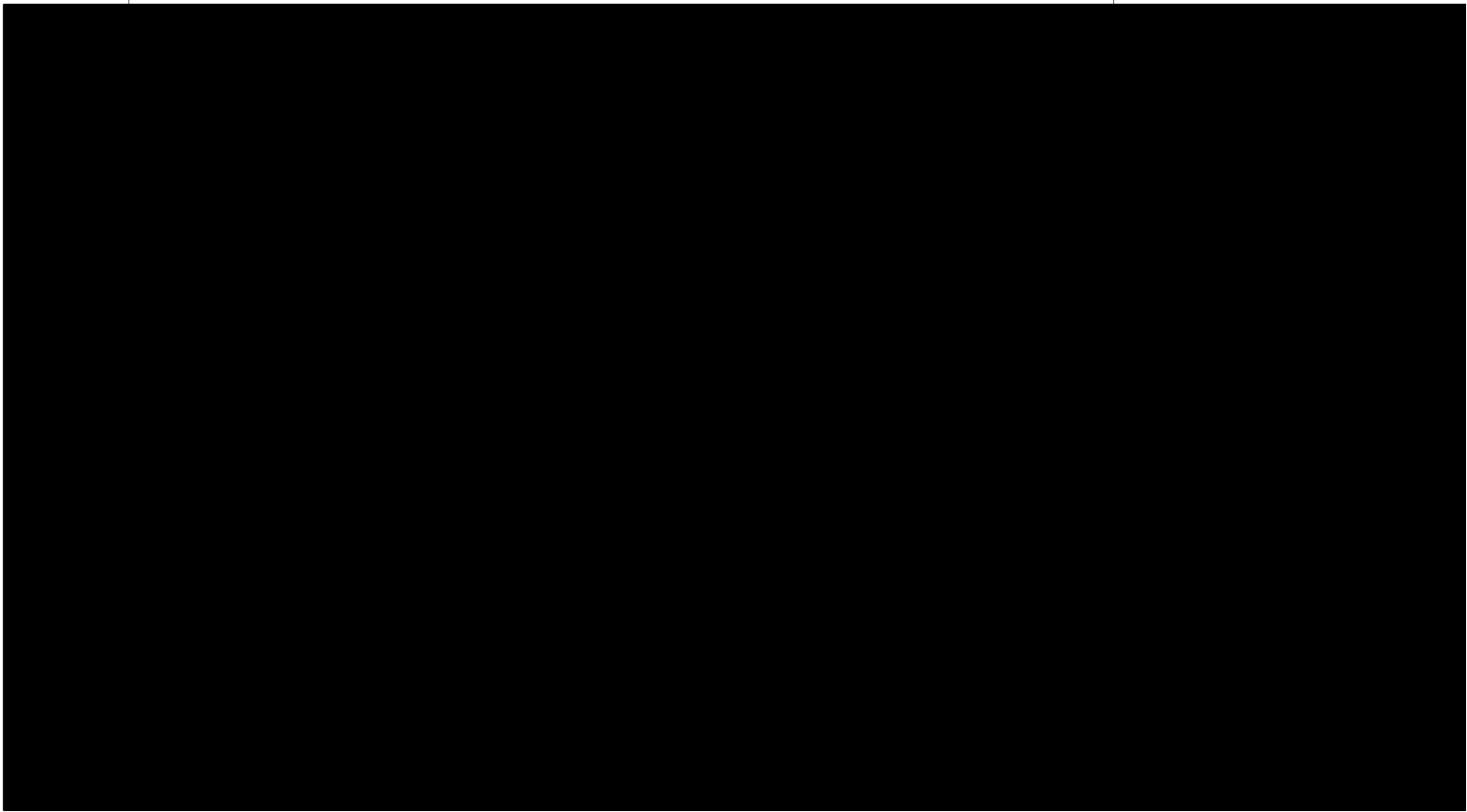


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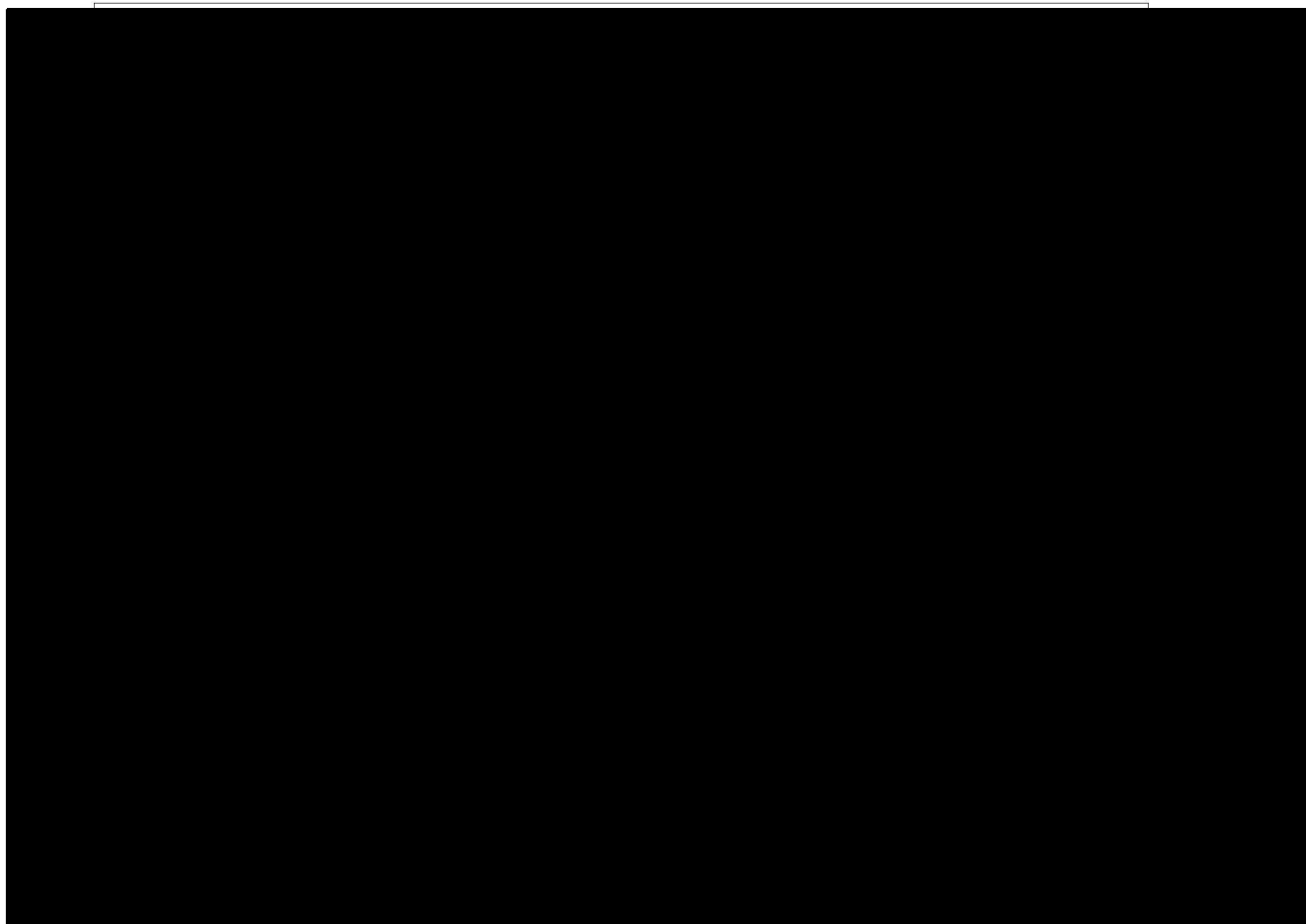


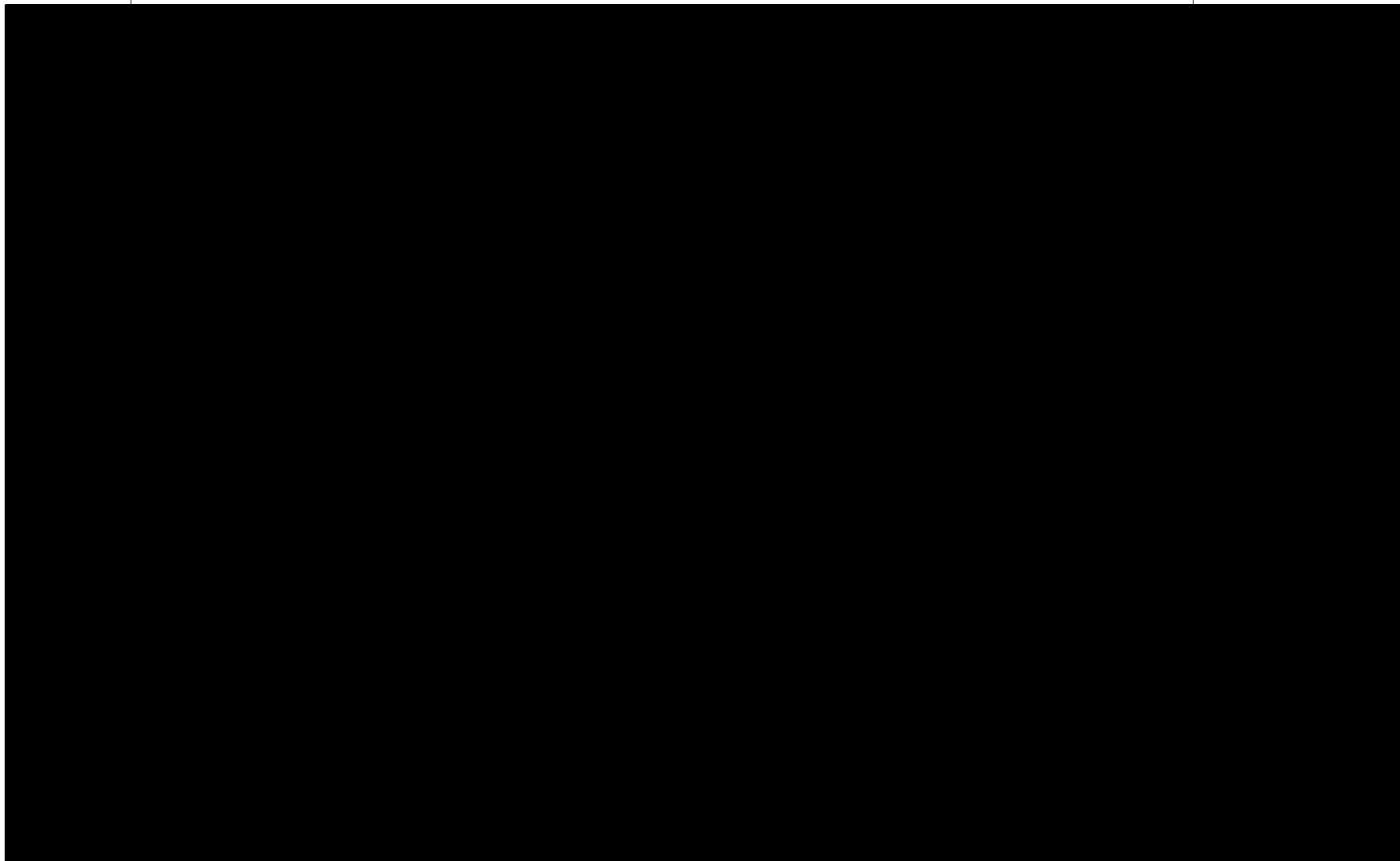
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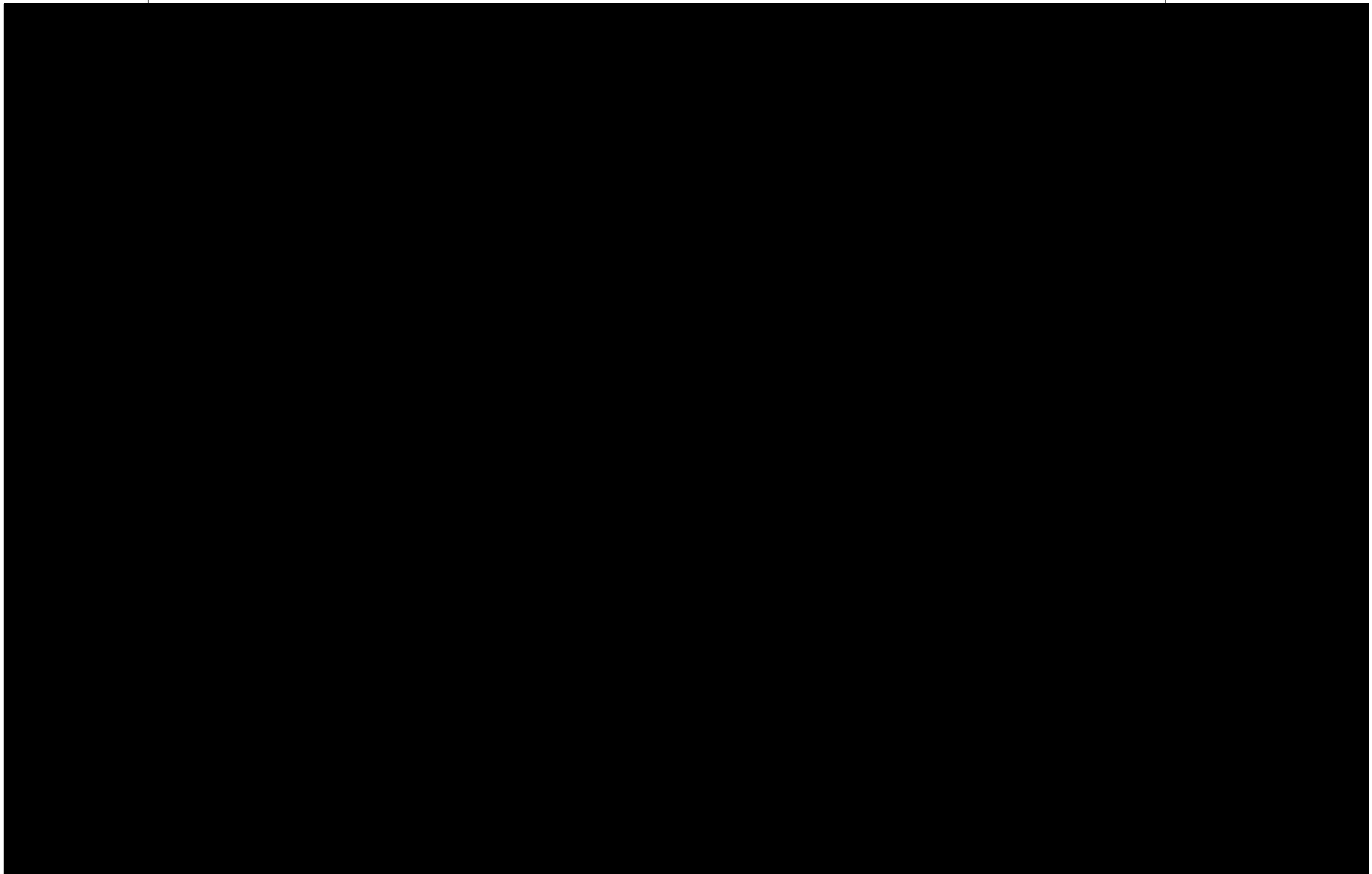
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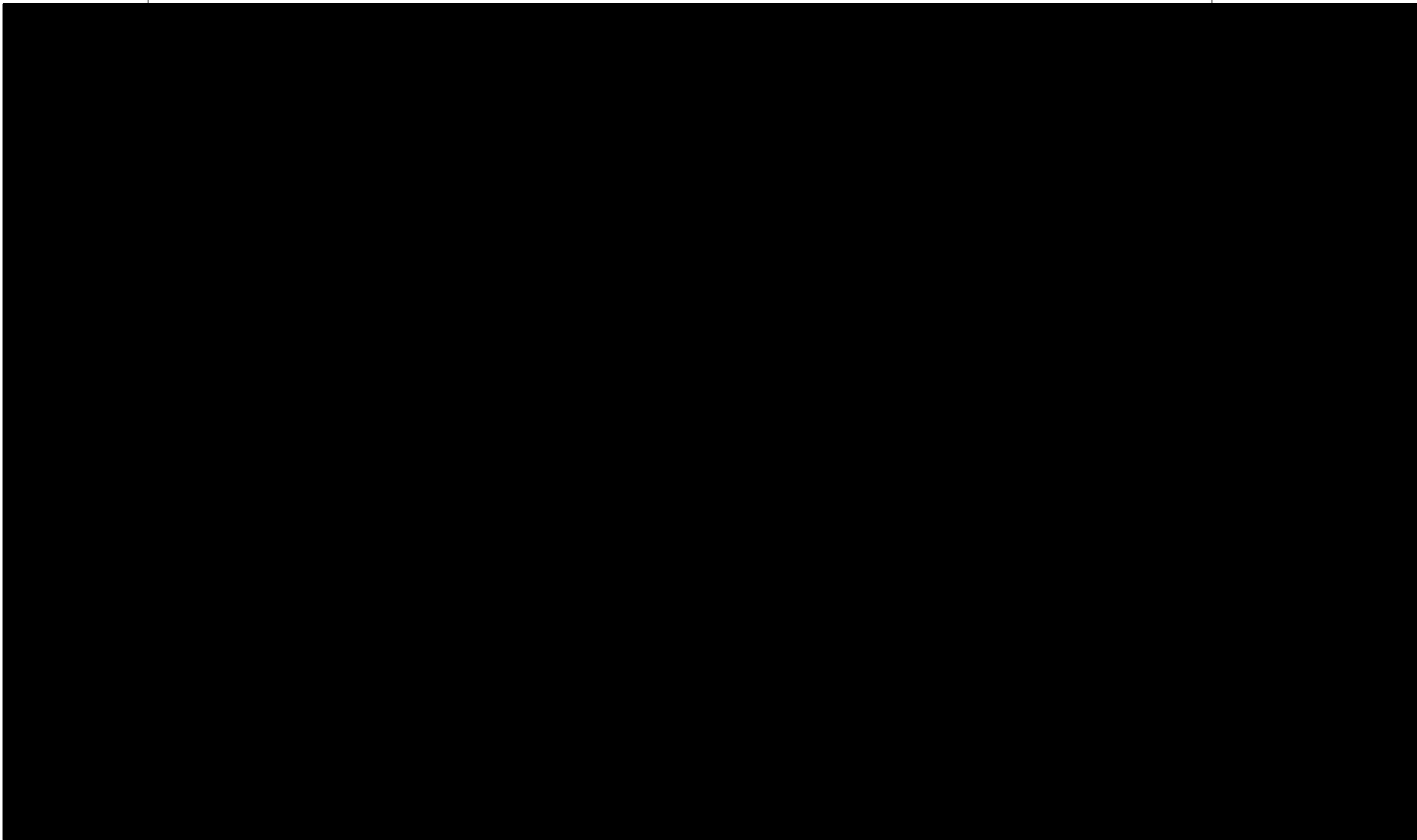


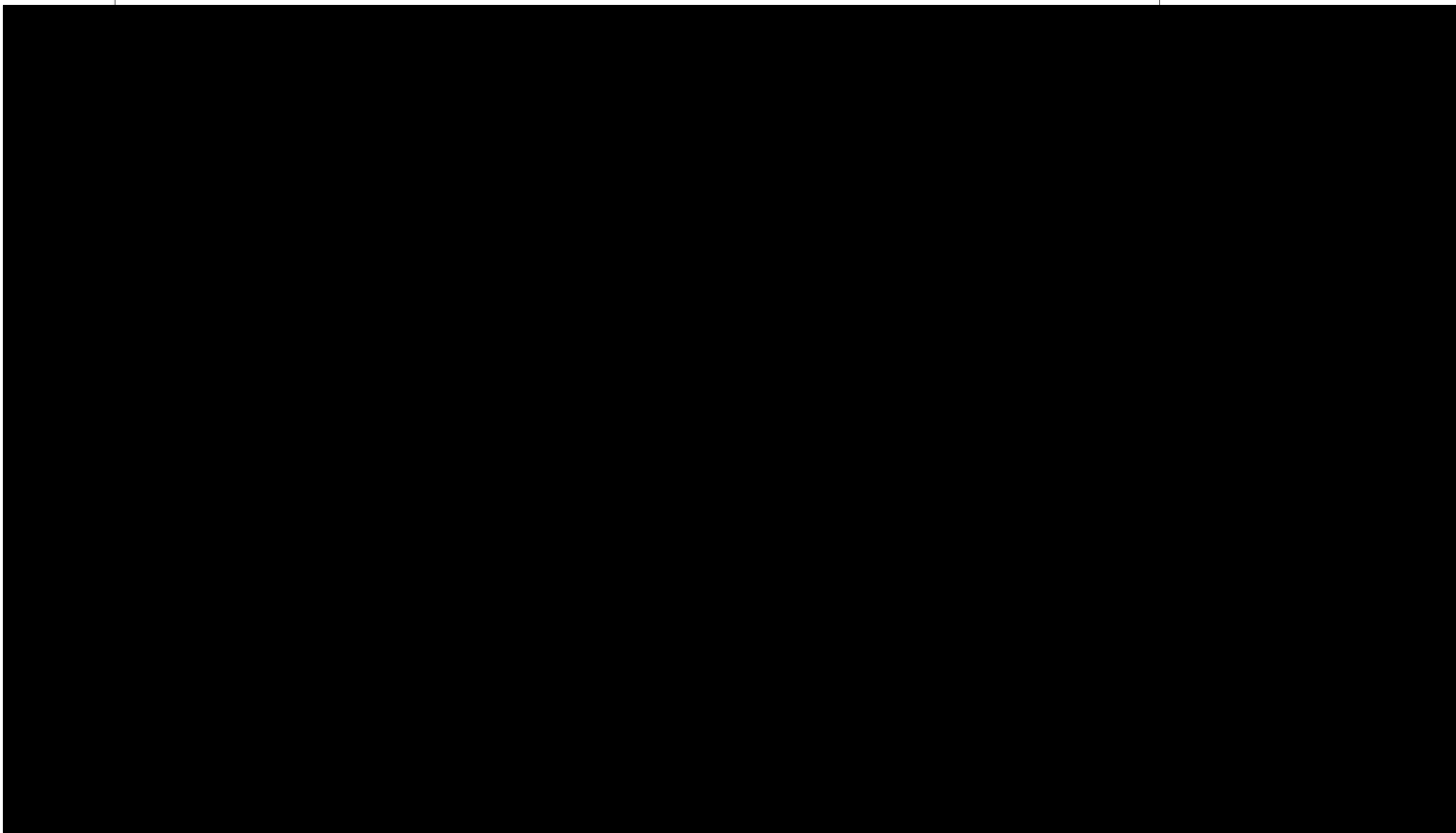


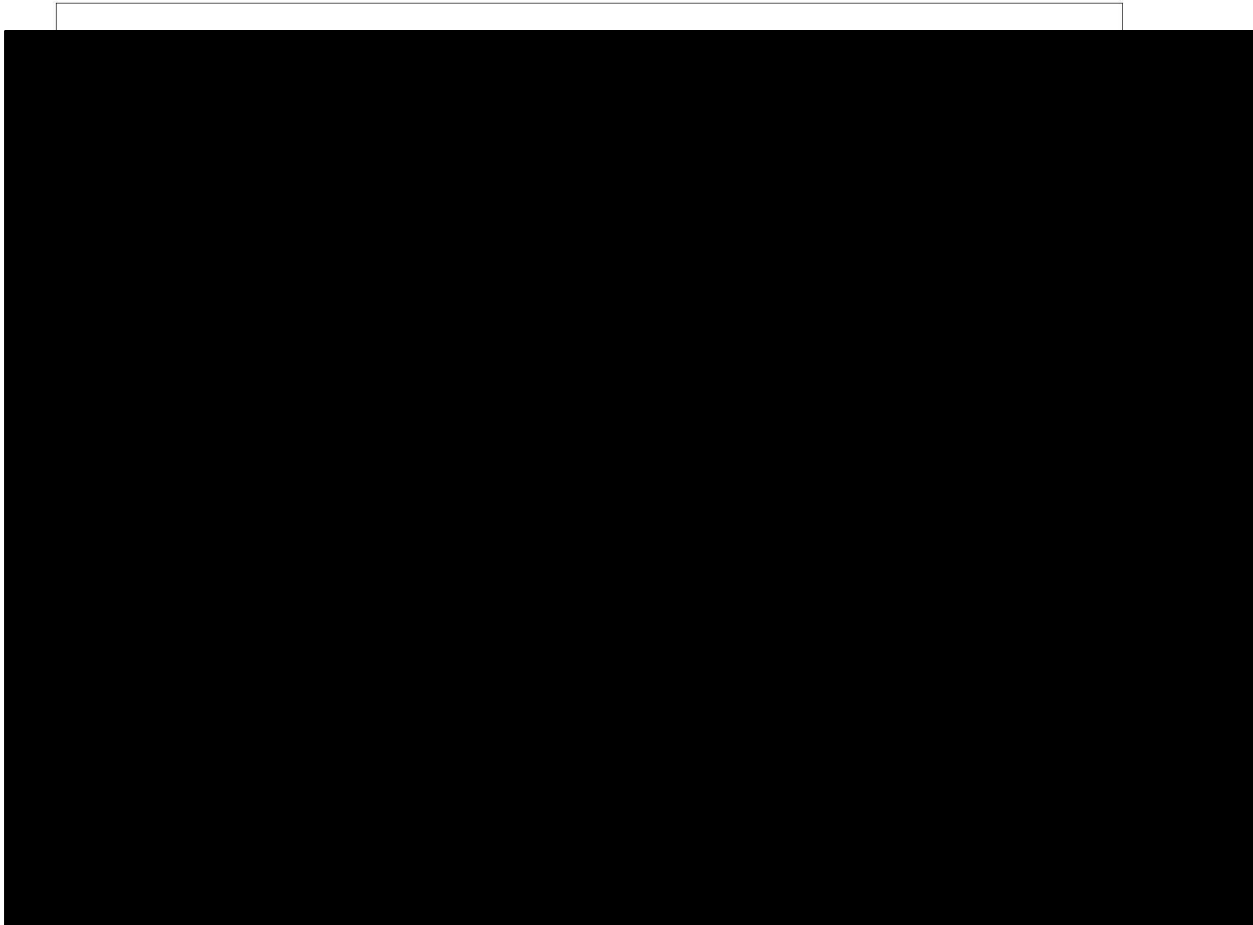


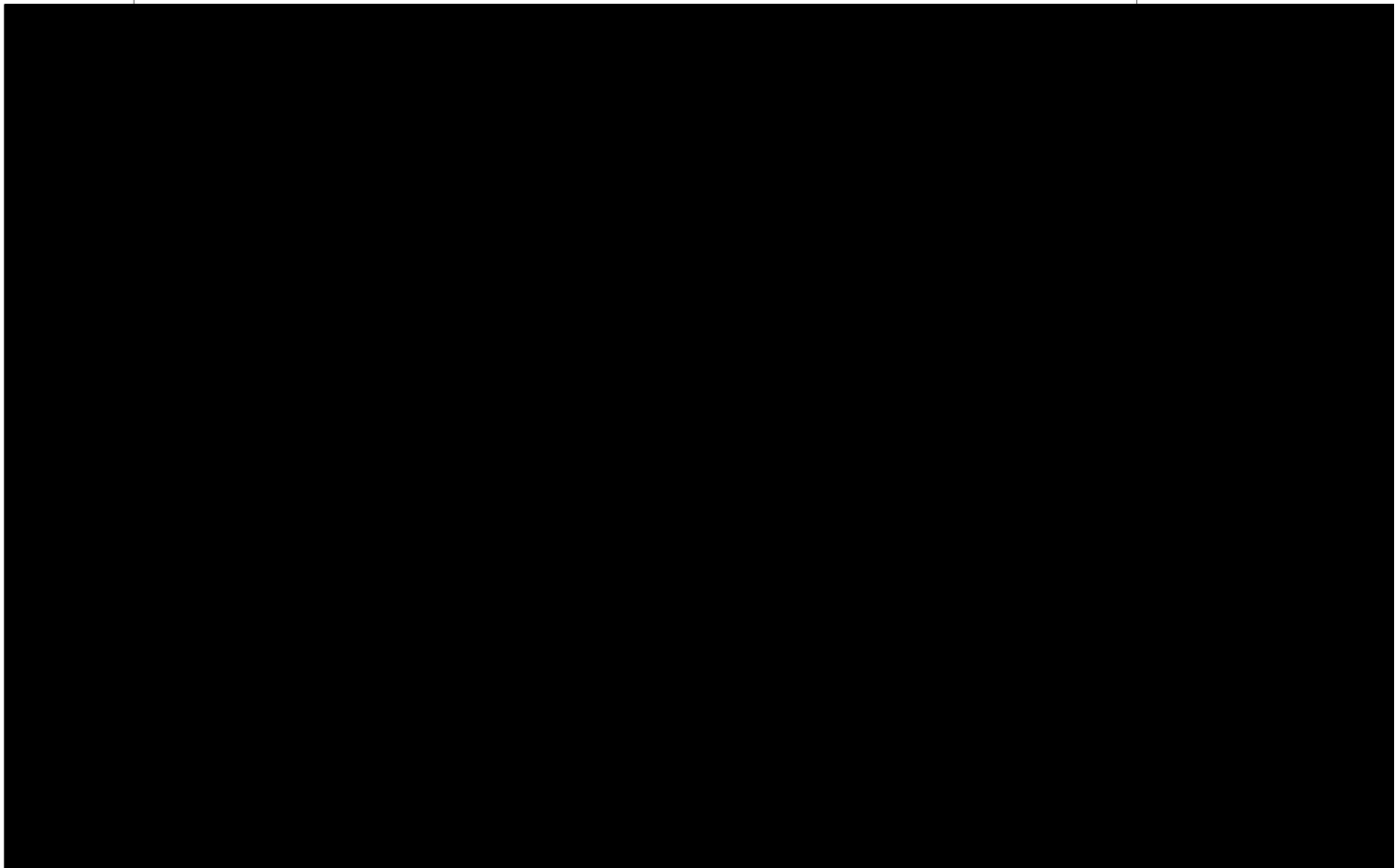




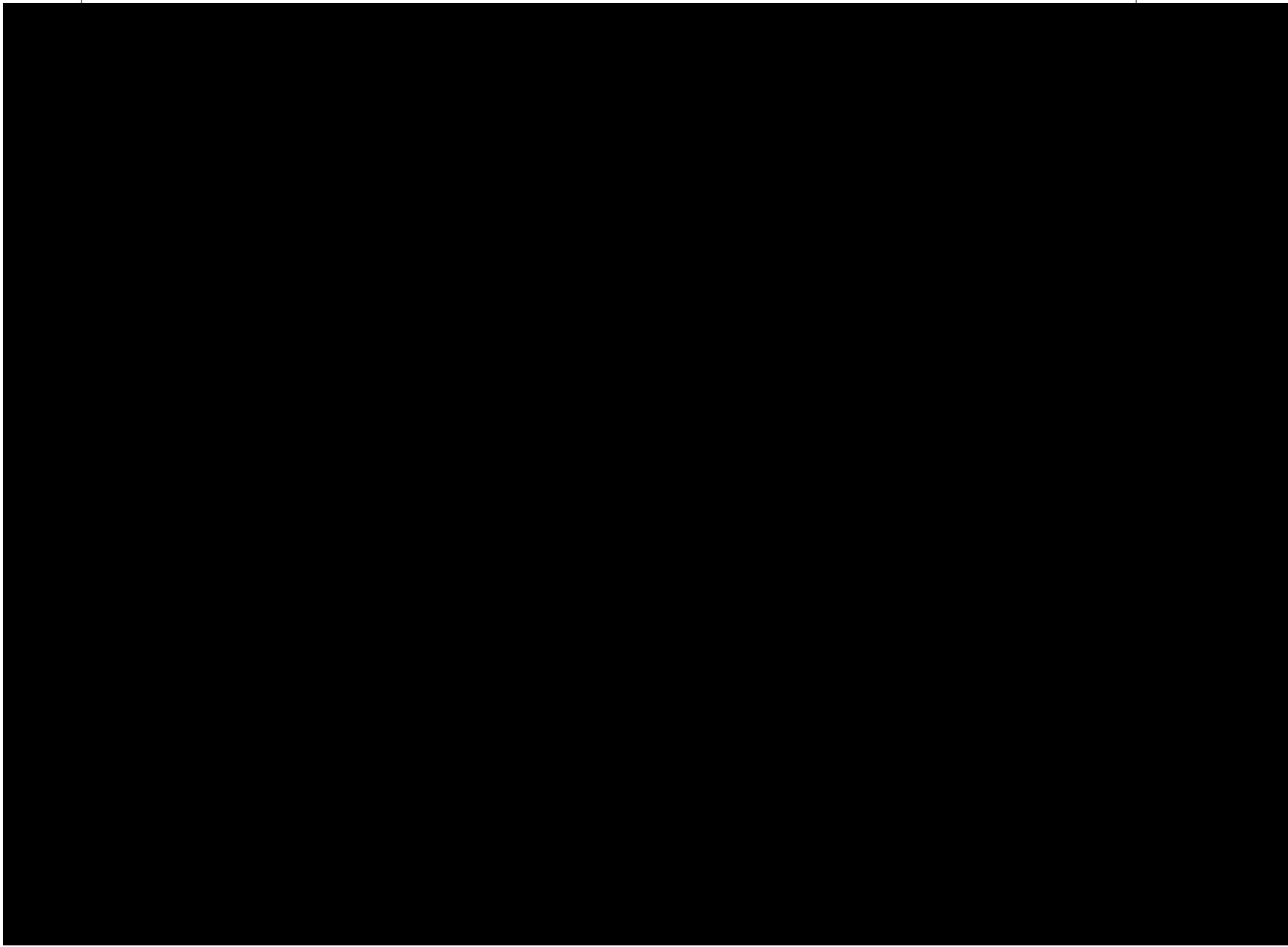




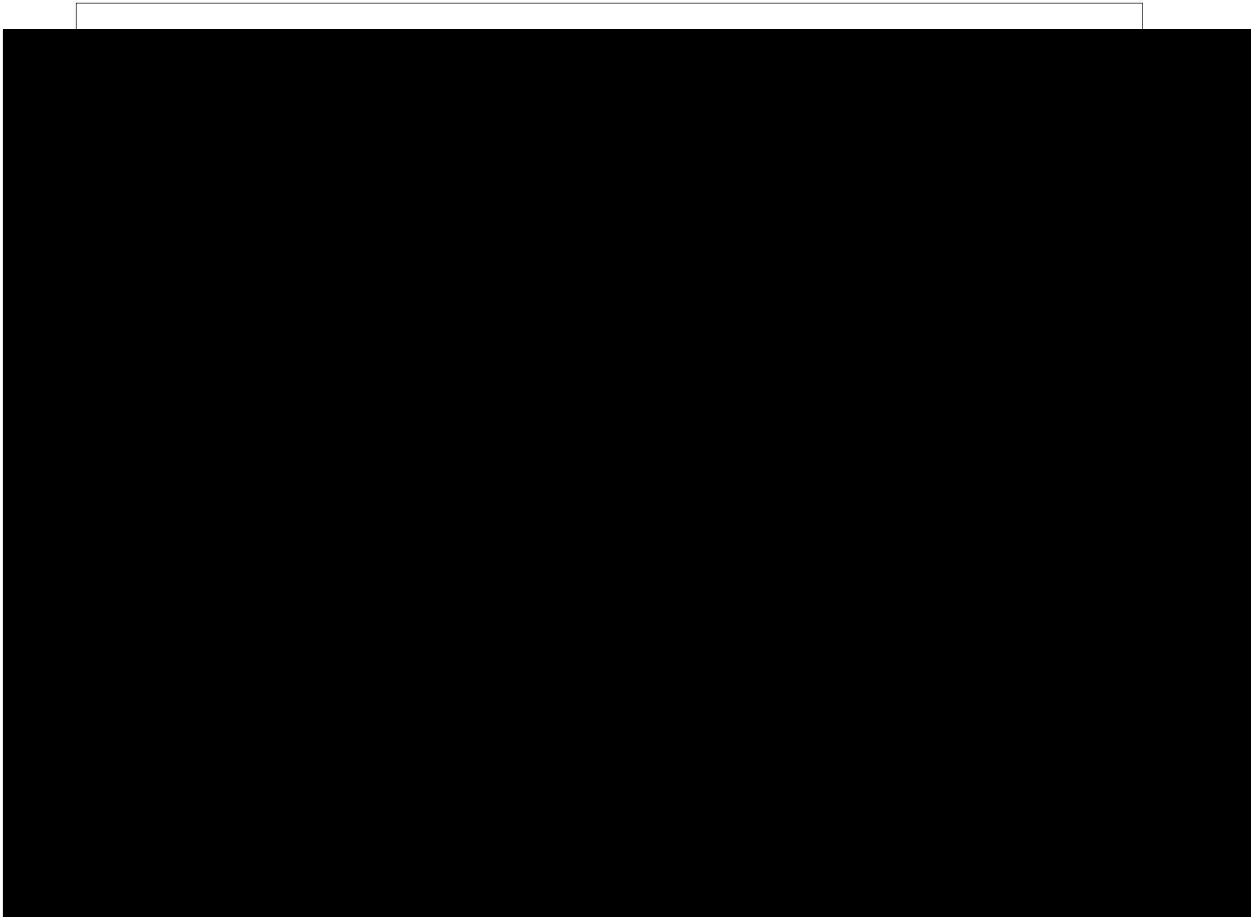


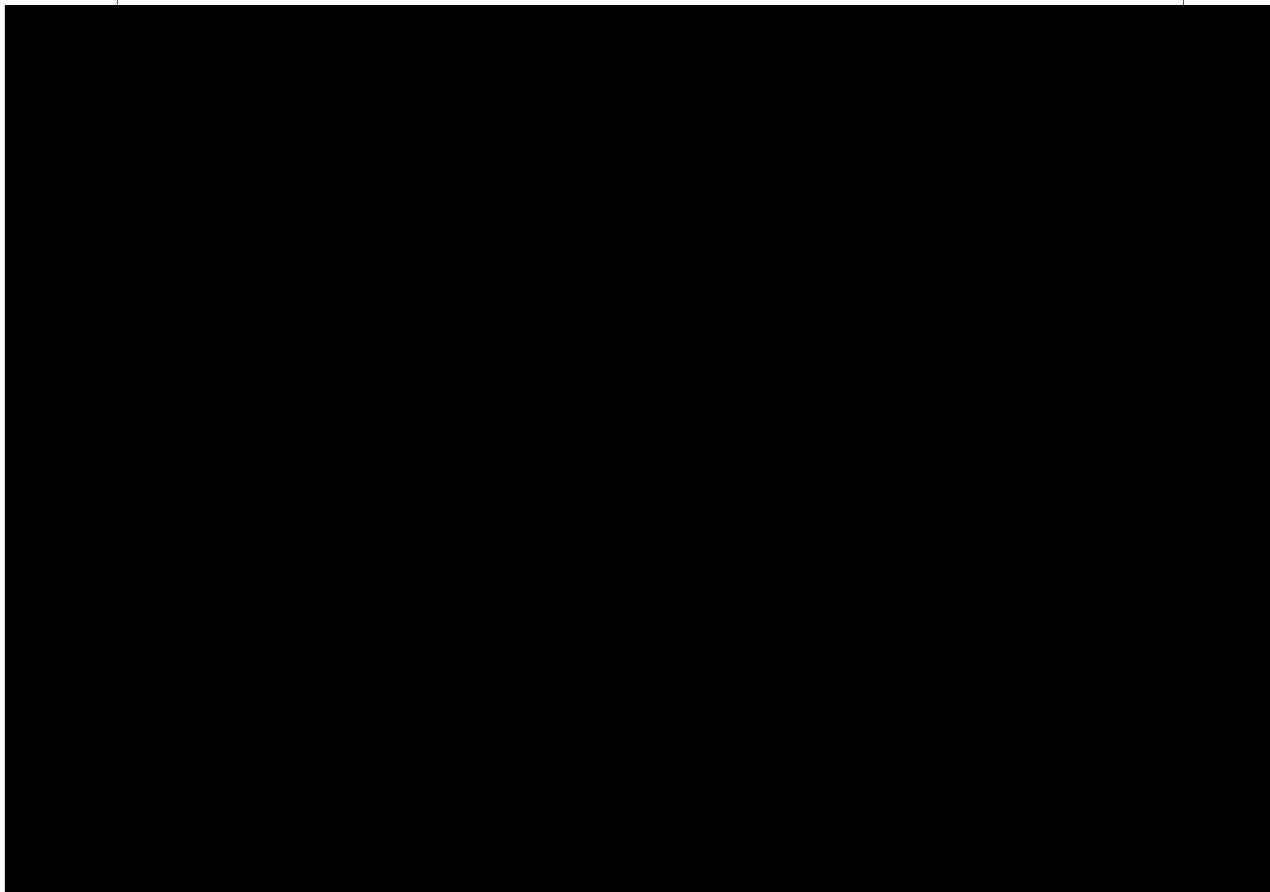


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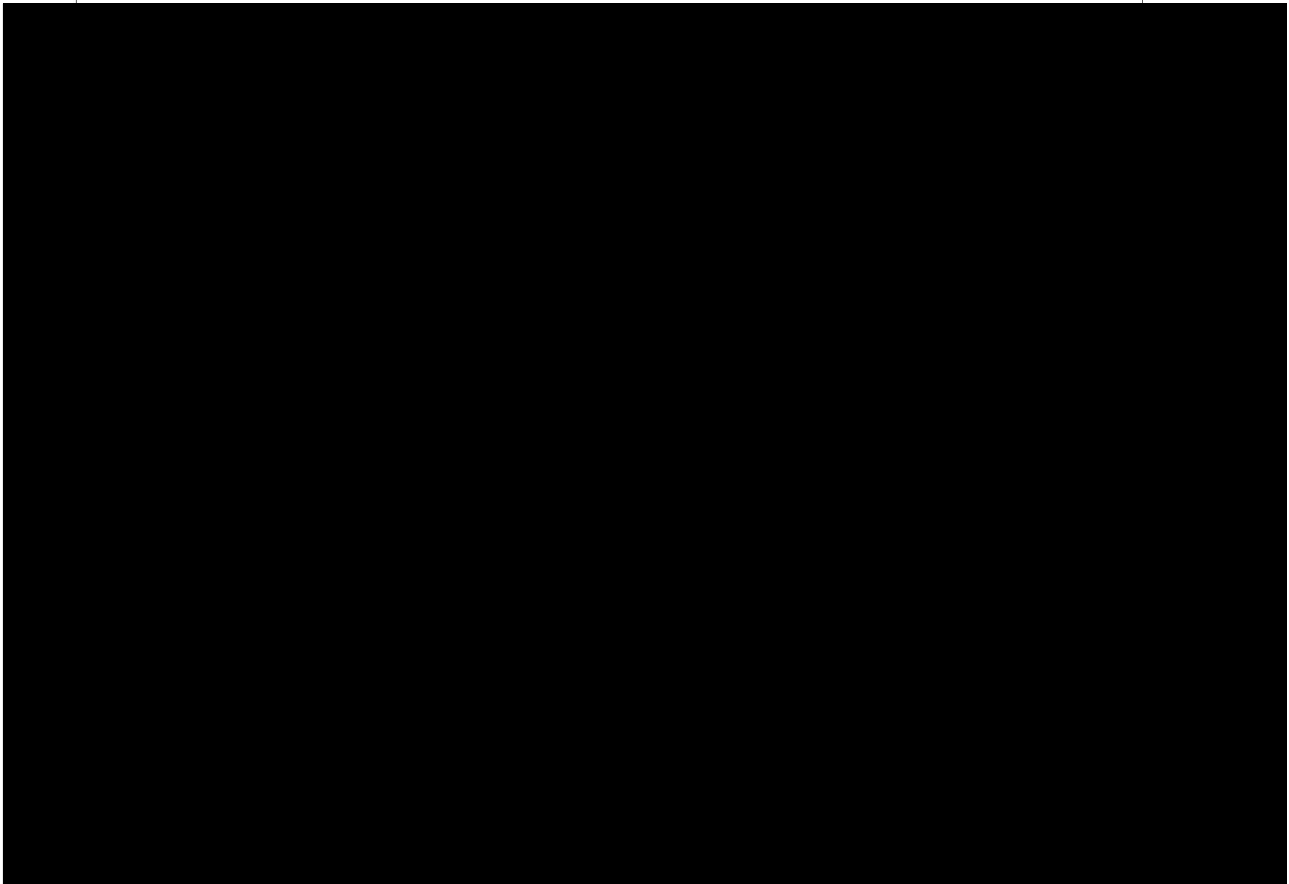


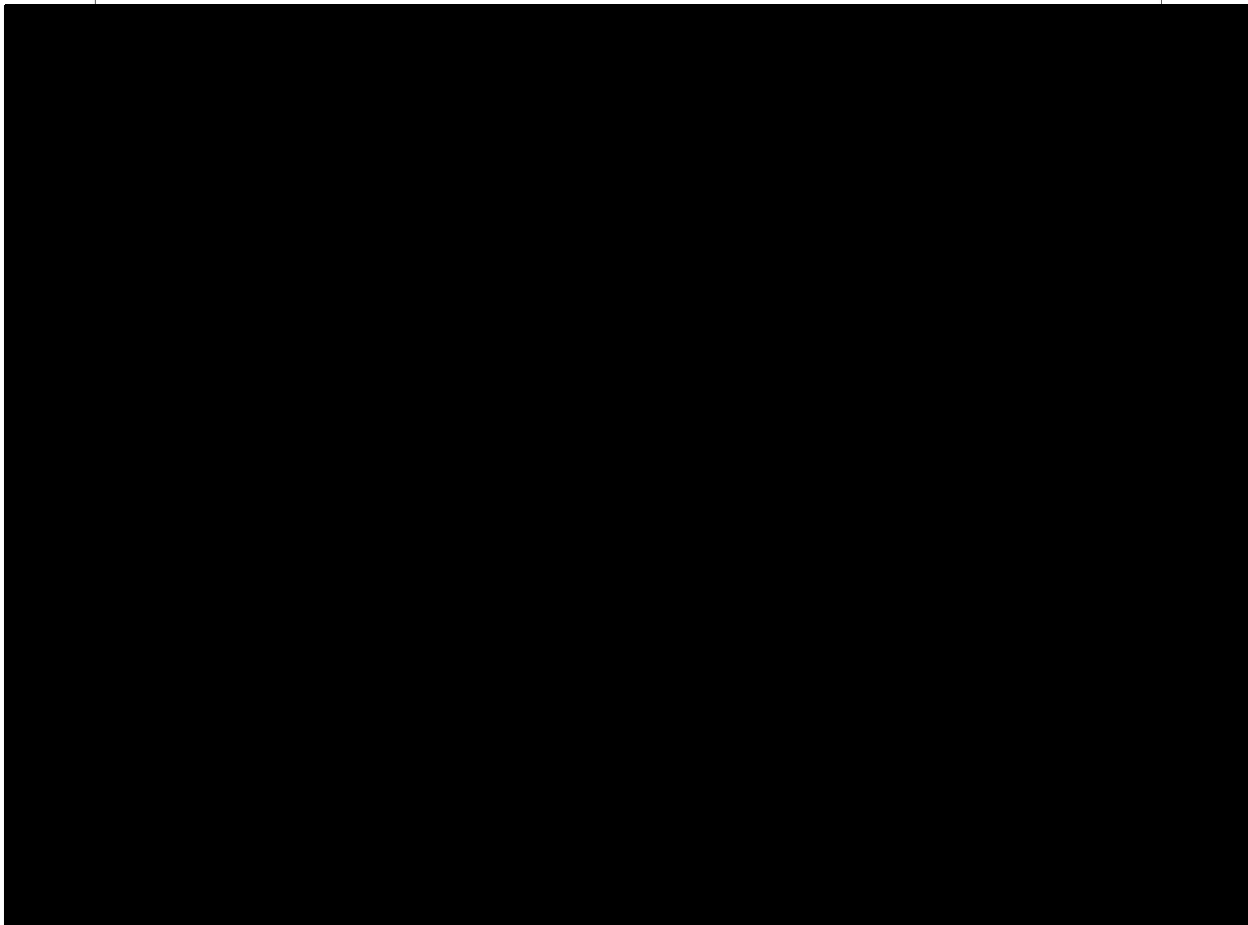


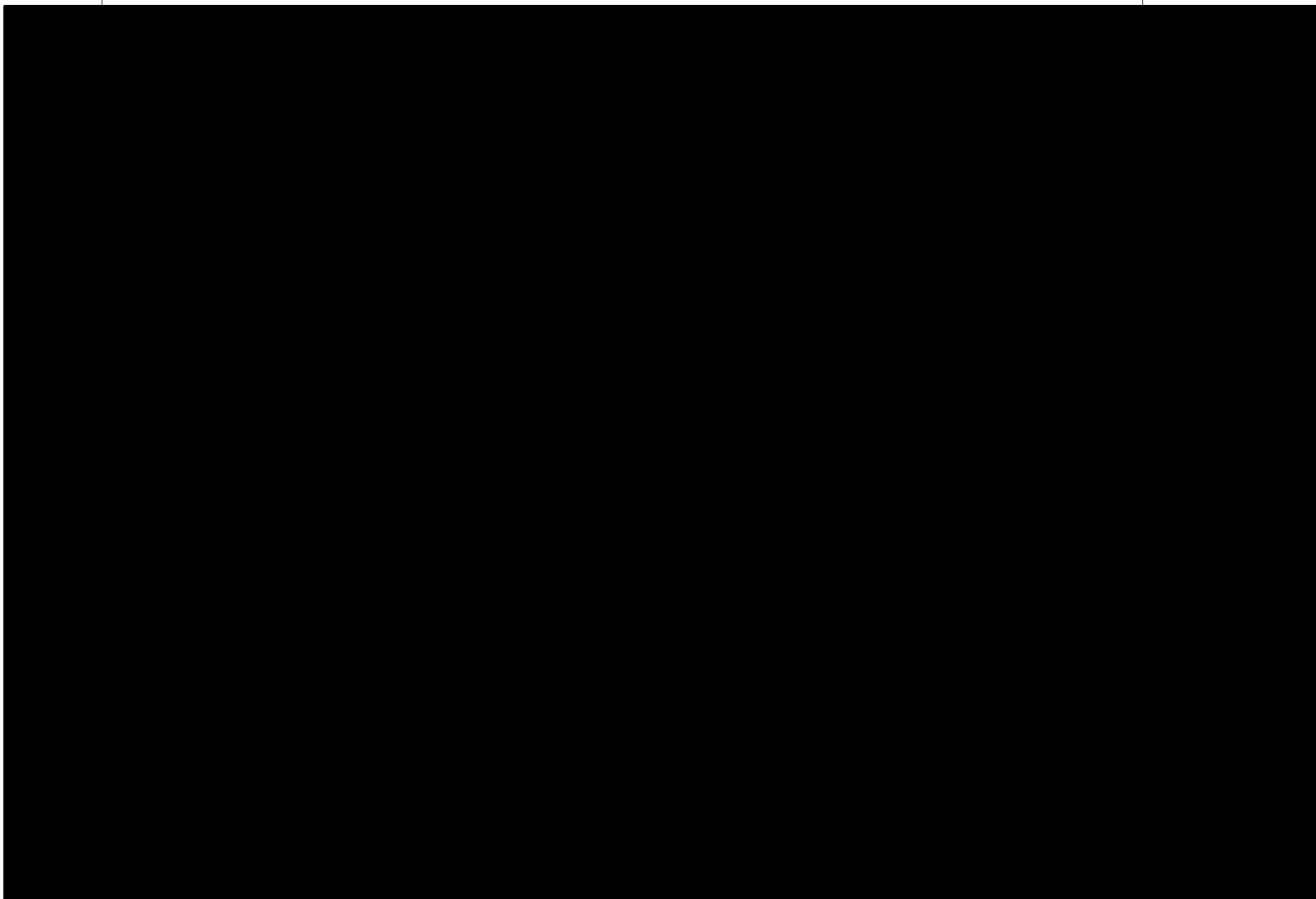


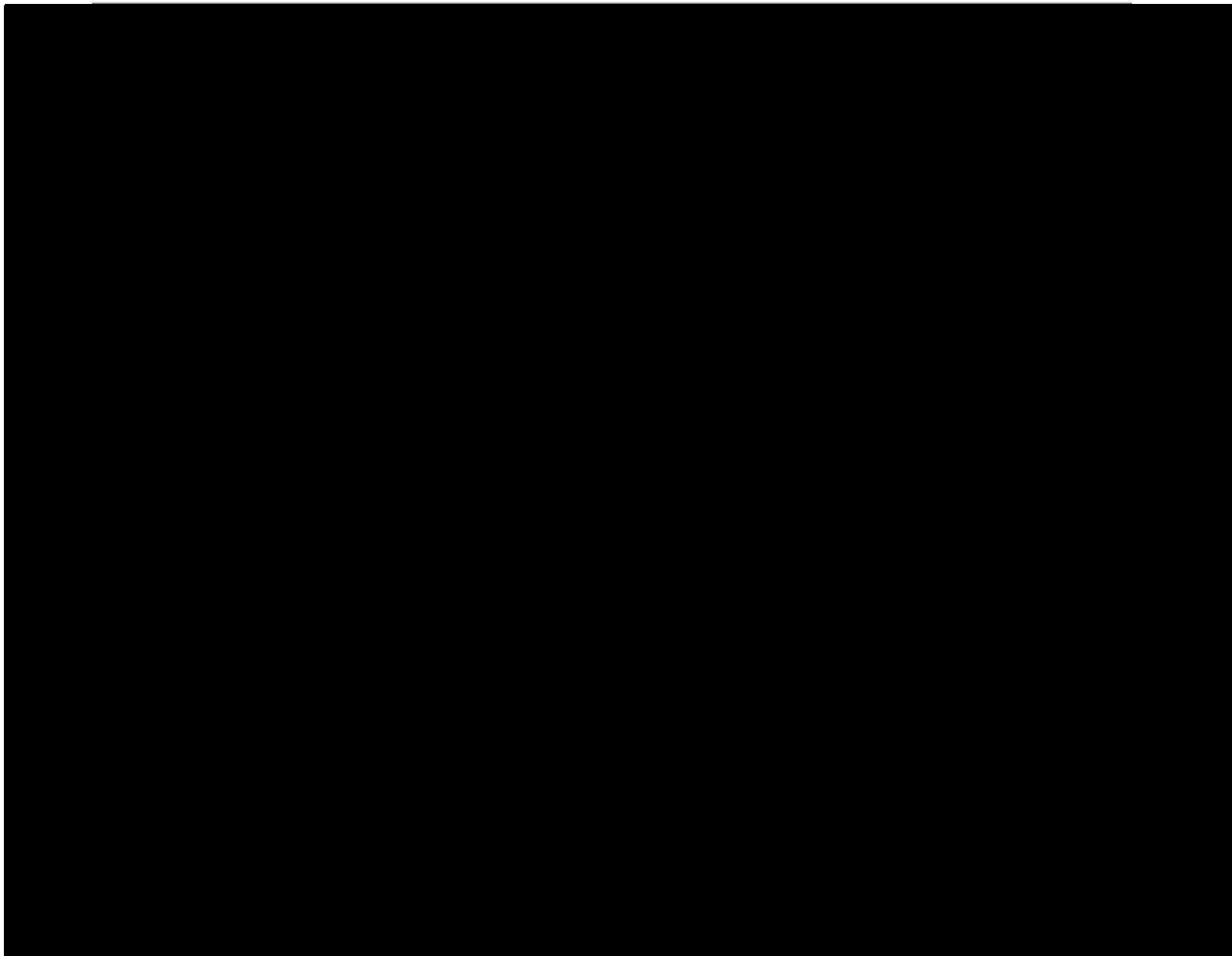
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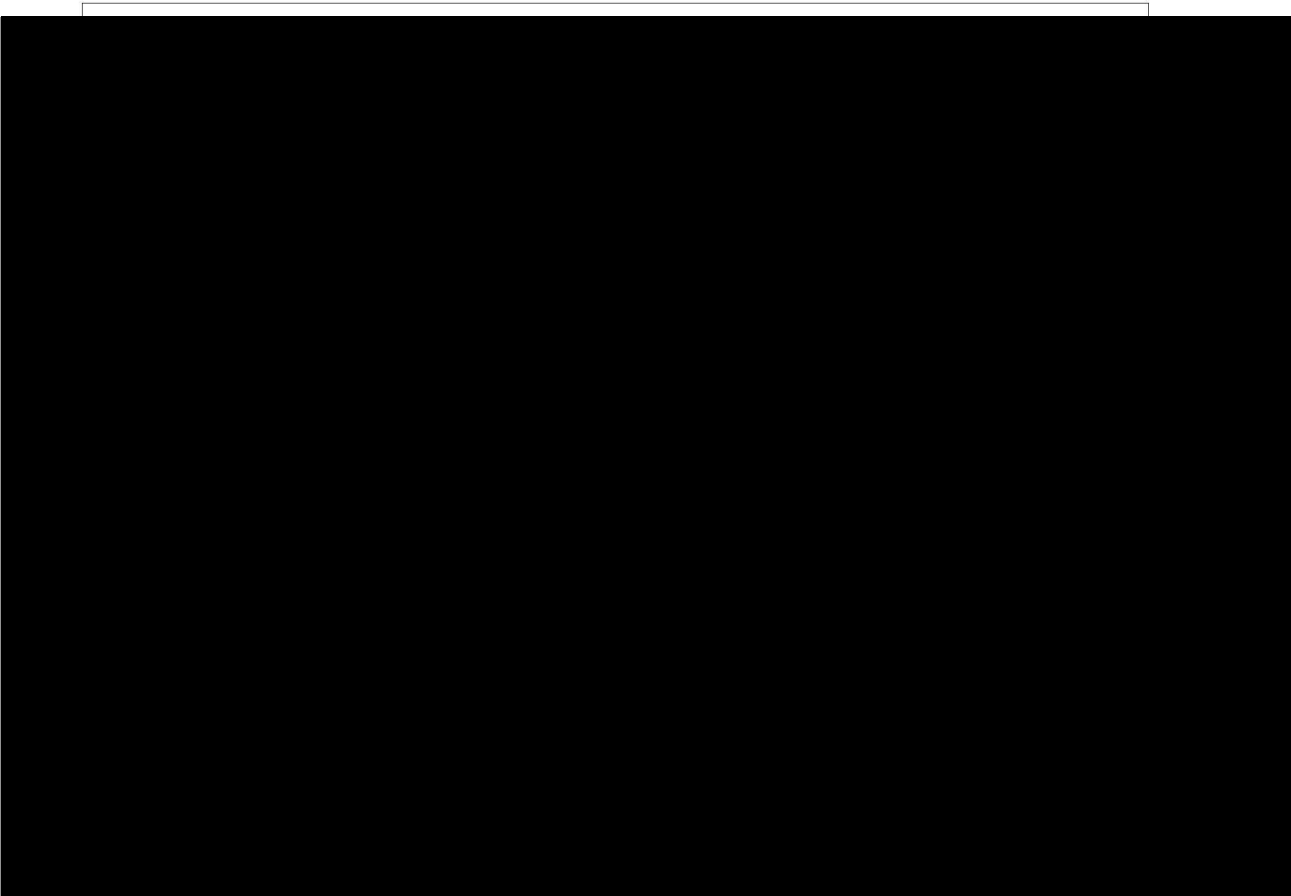
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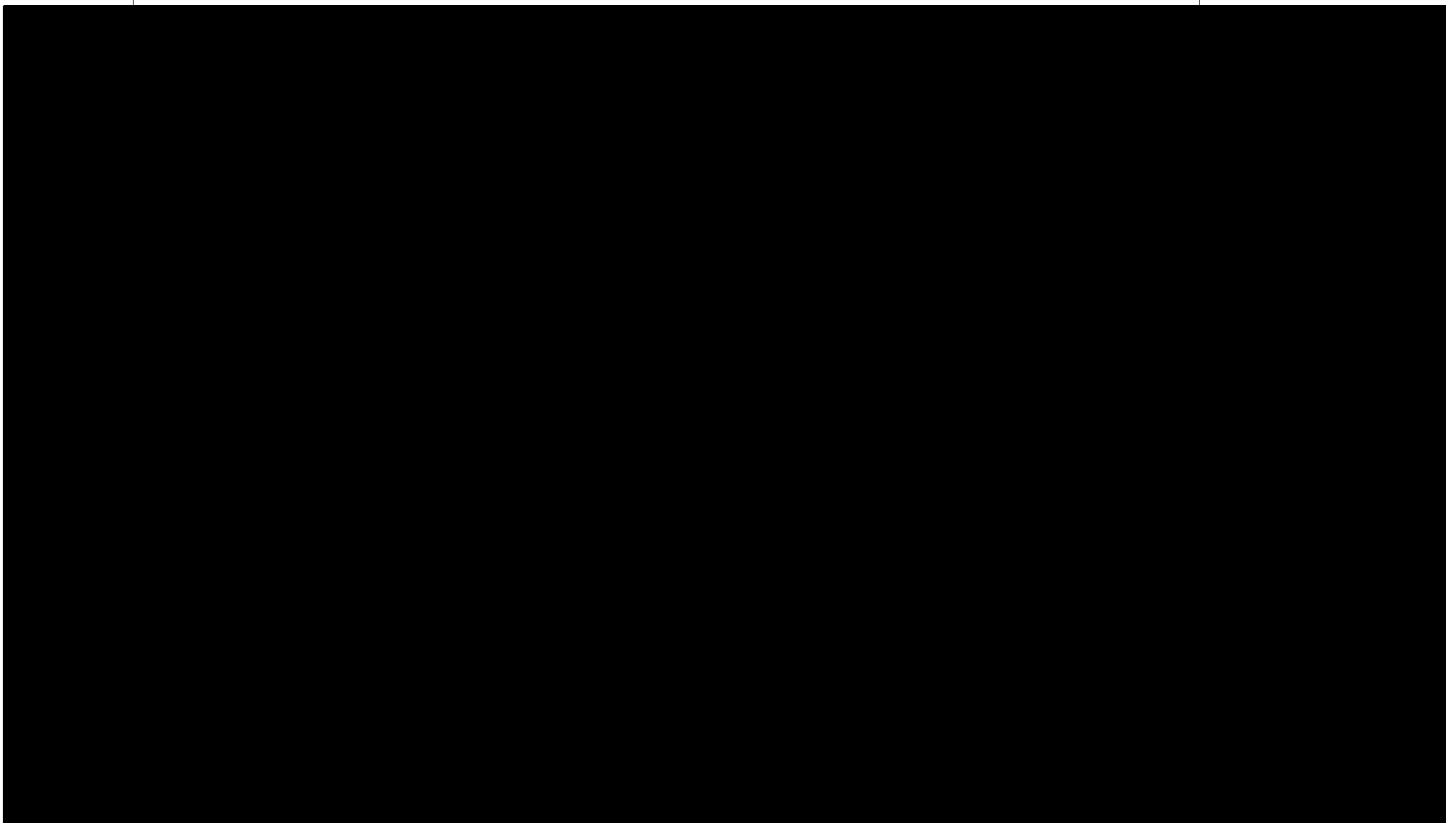




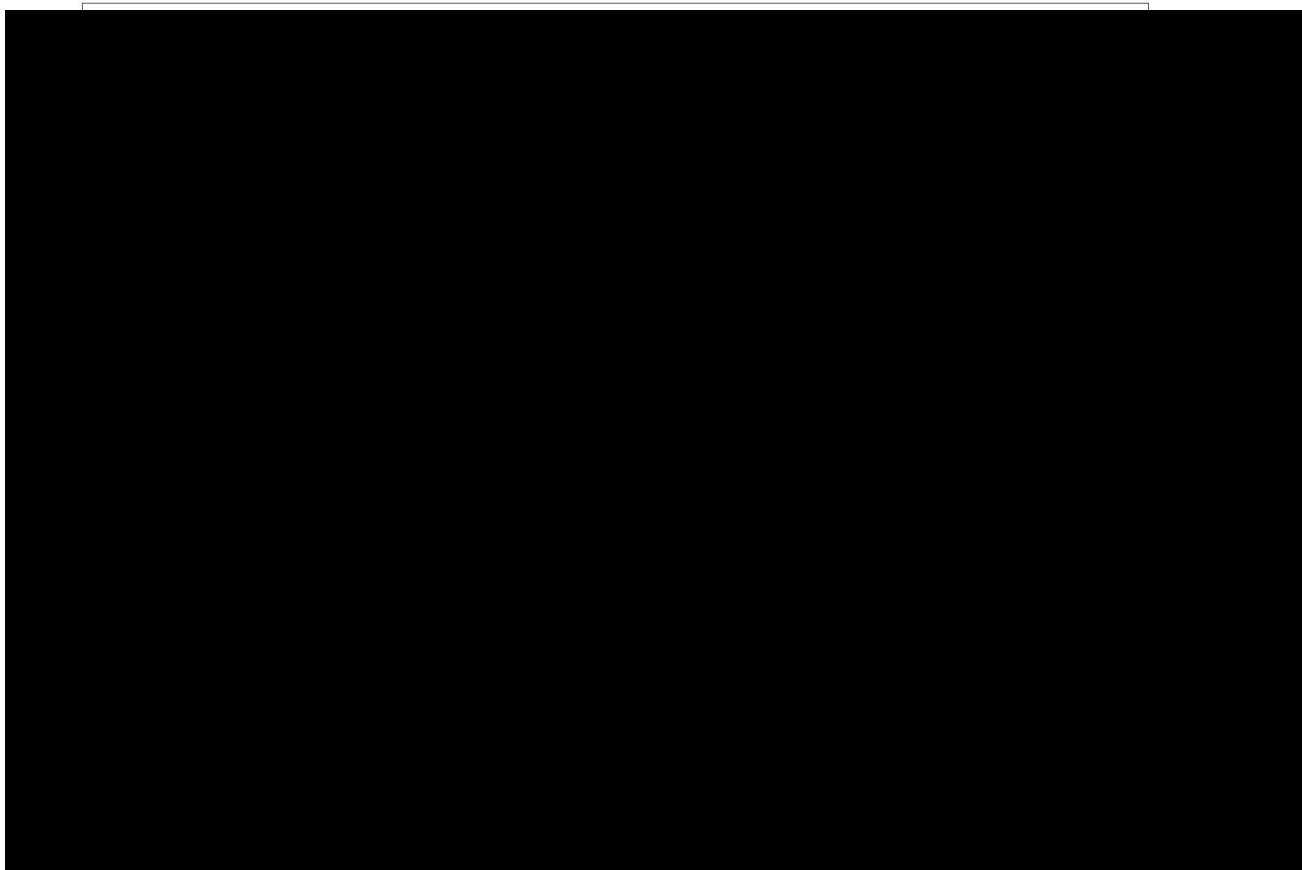












# Appendix

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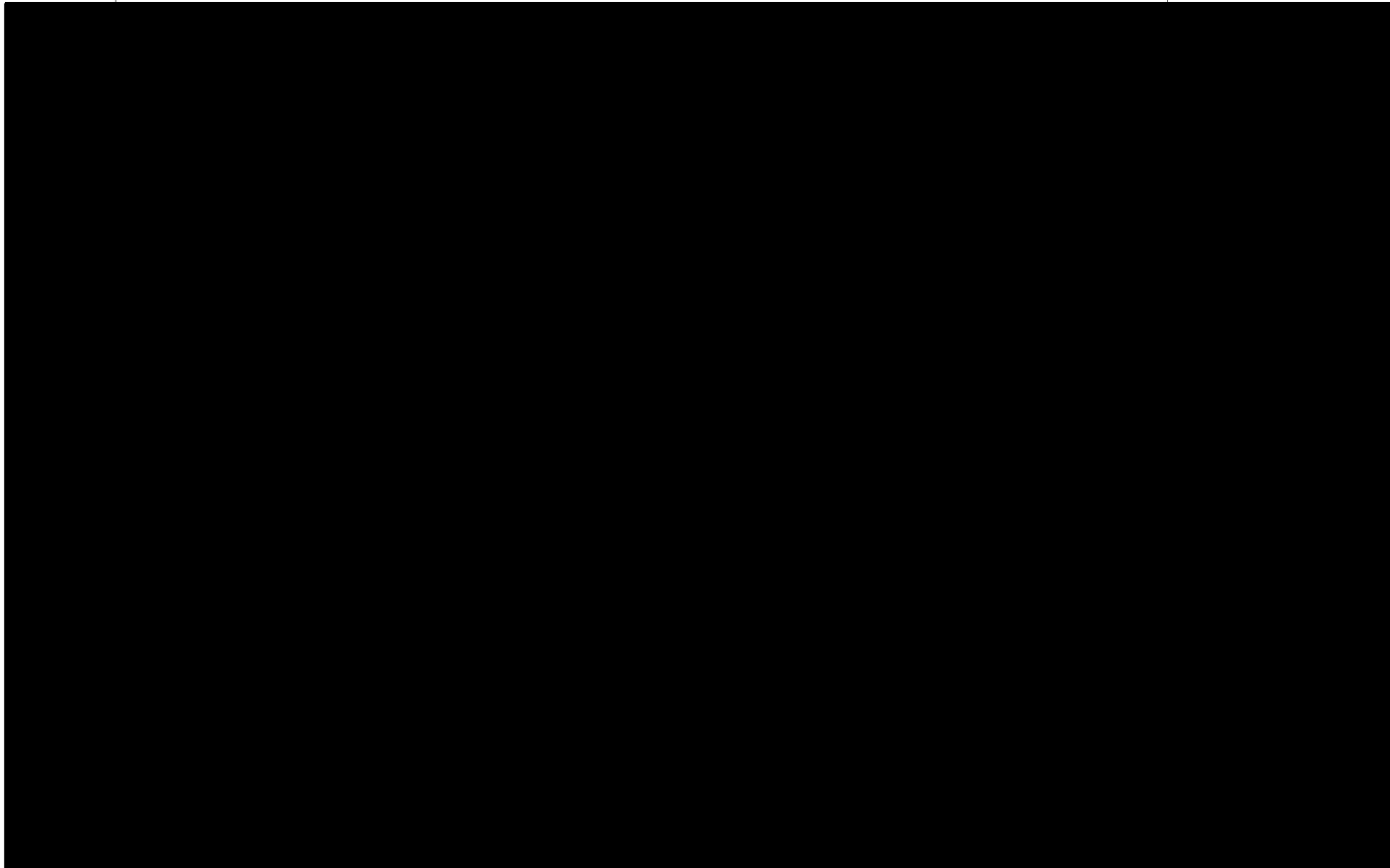
Other topics

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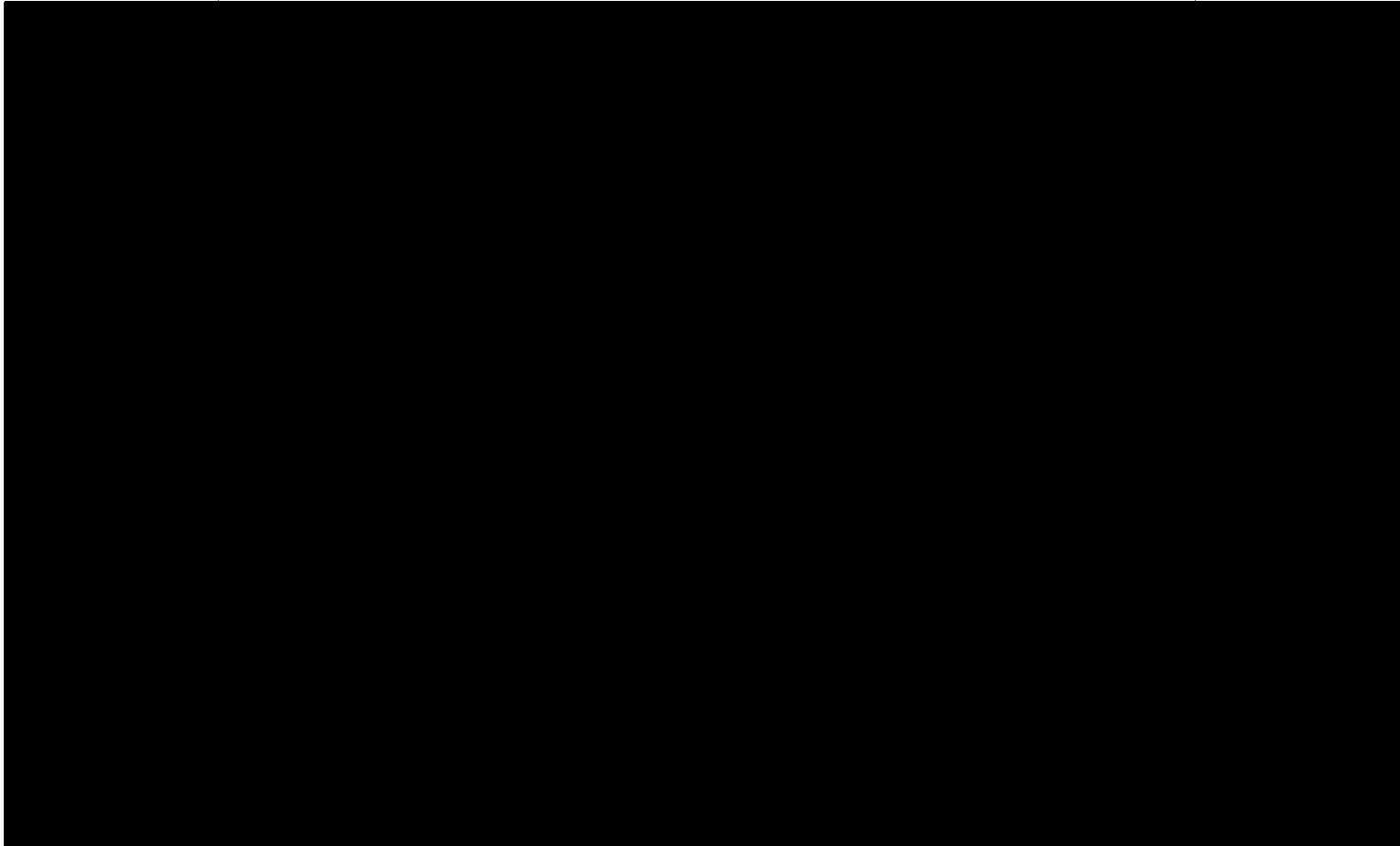
## Initial setup experience

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Apple ID used to set up iPhone

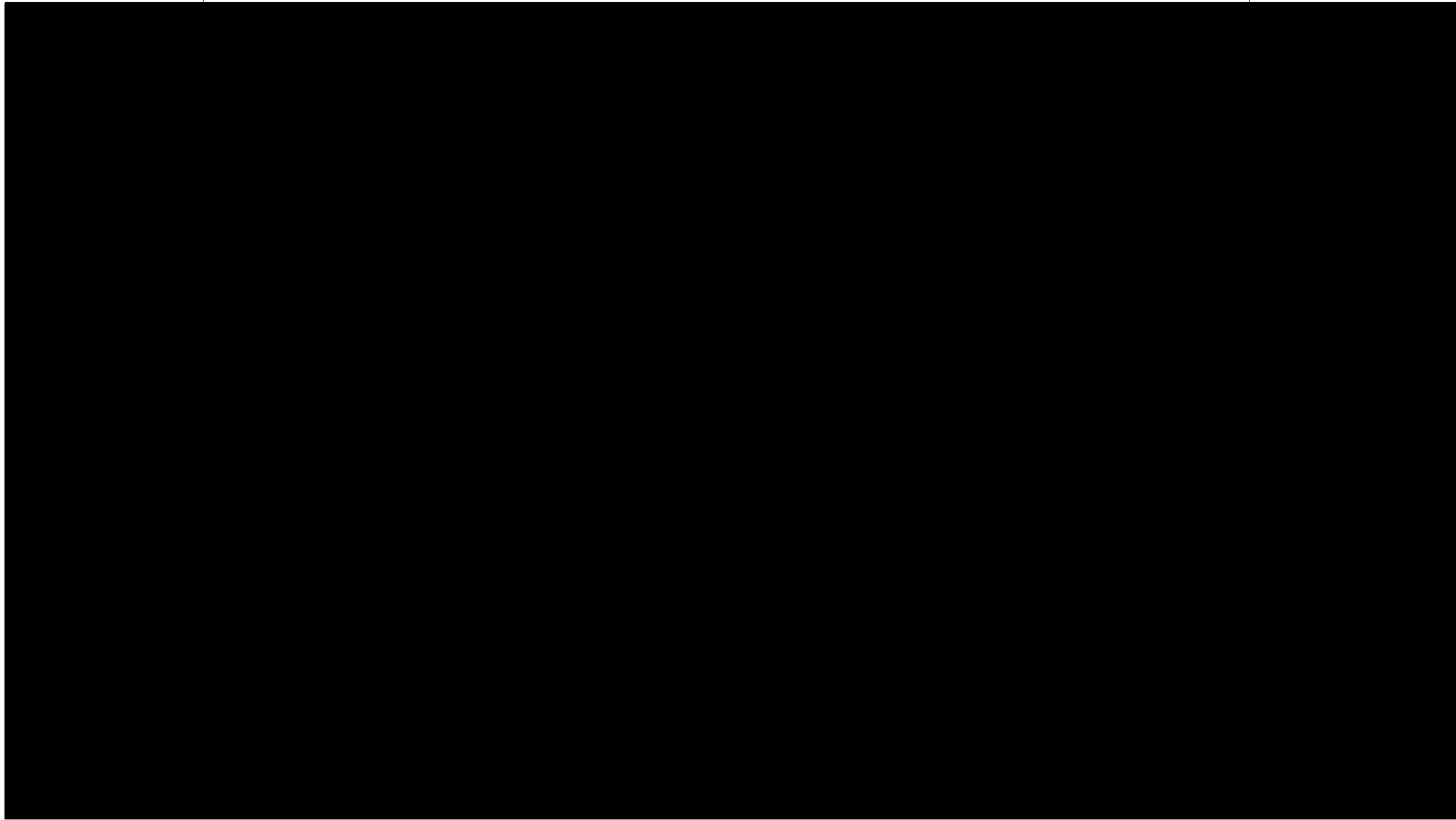


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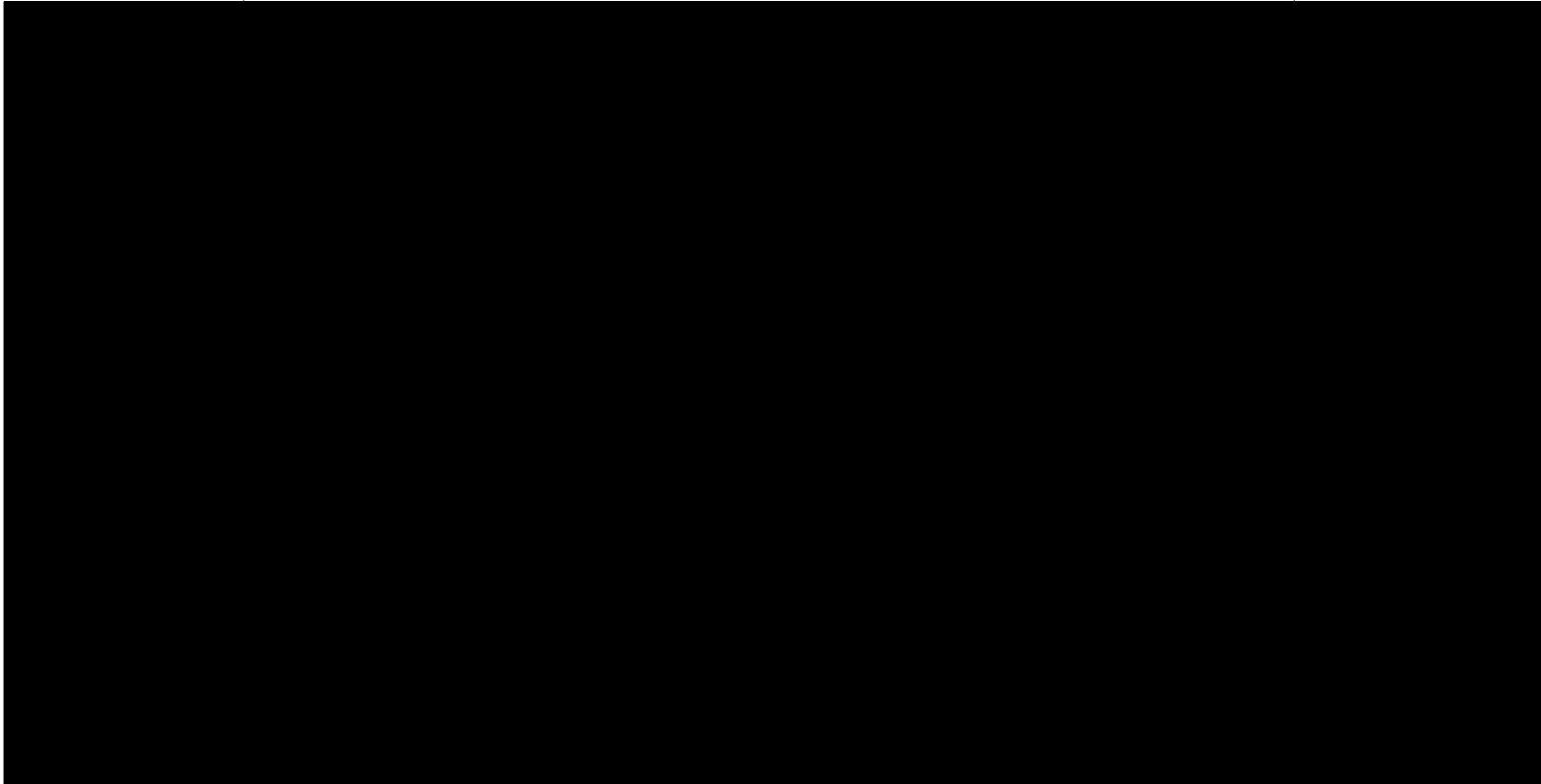




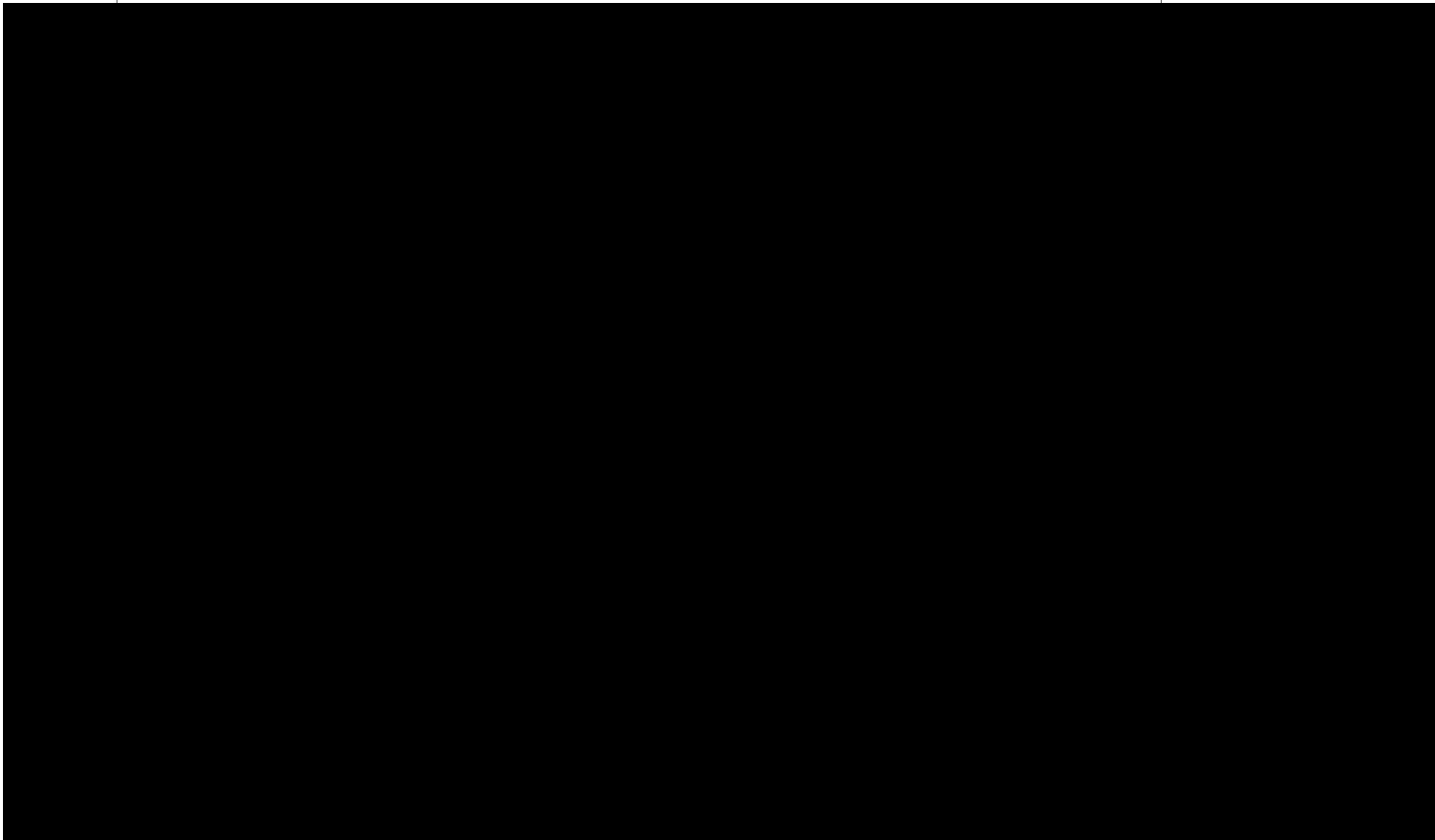
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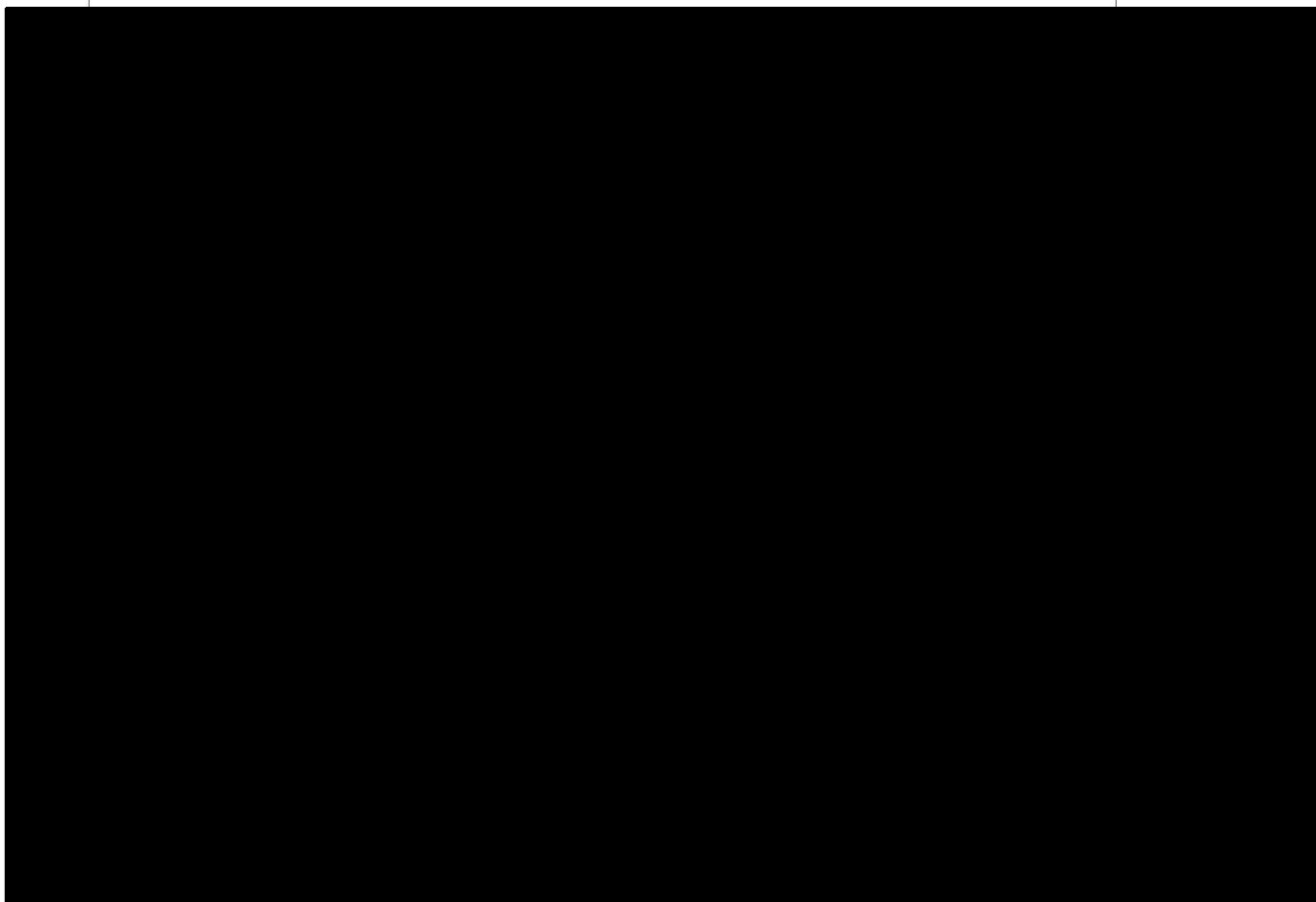


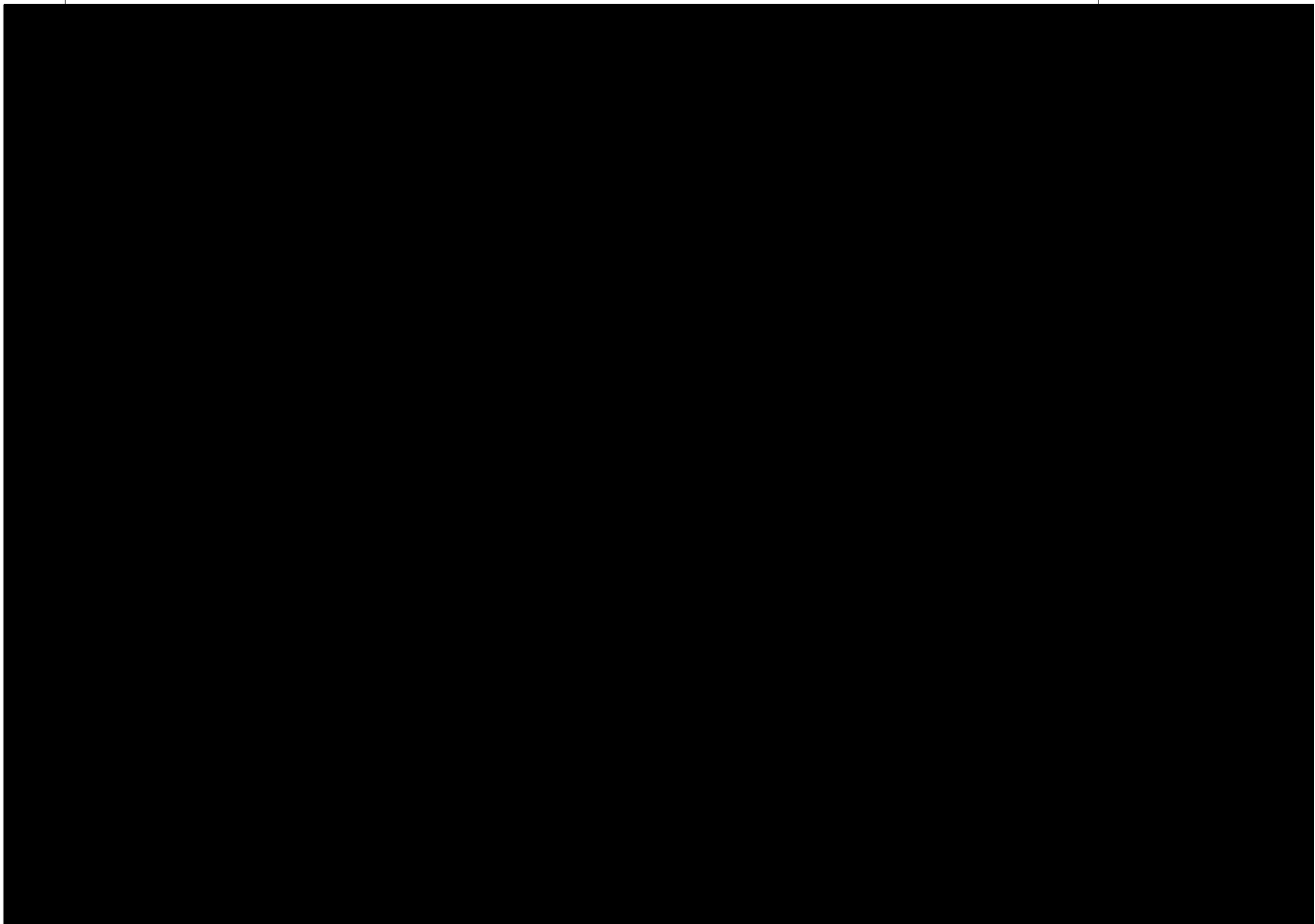
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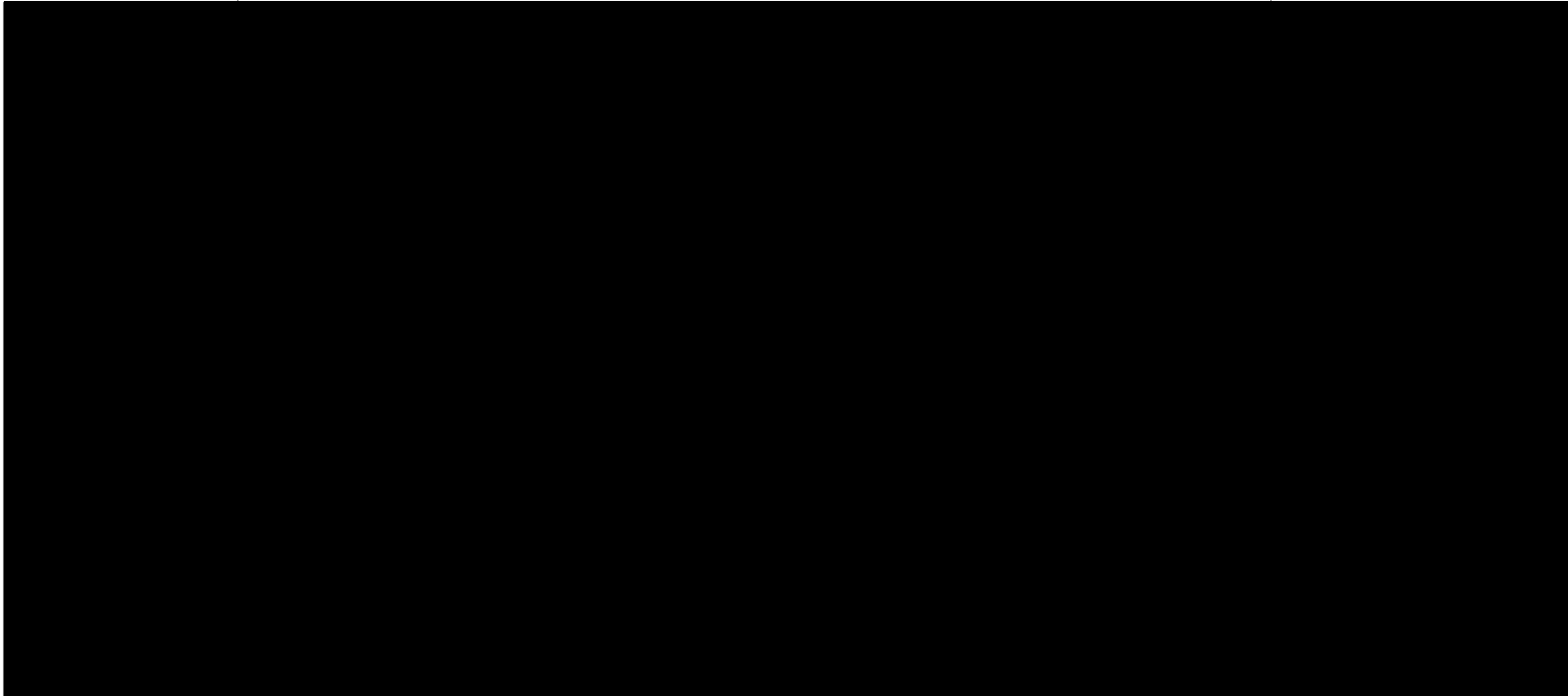
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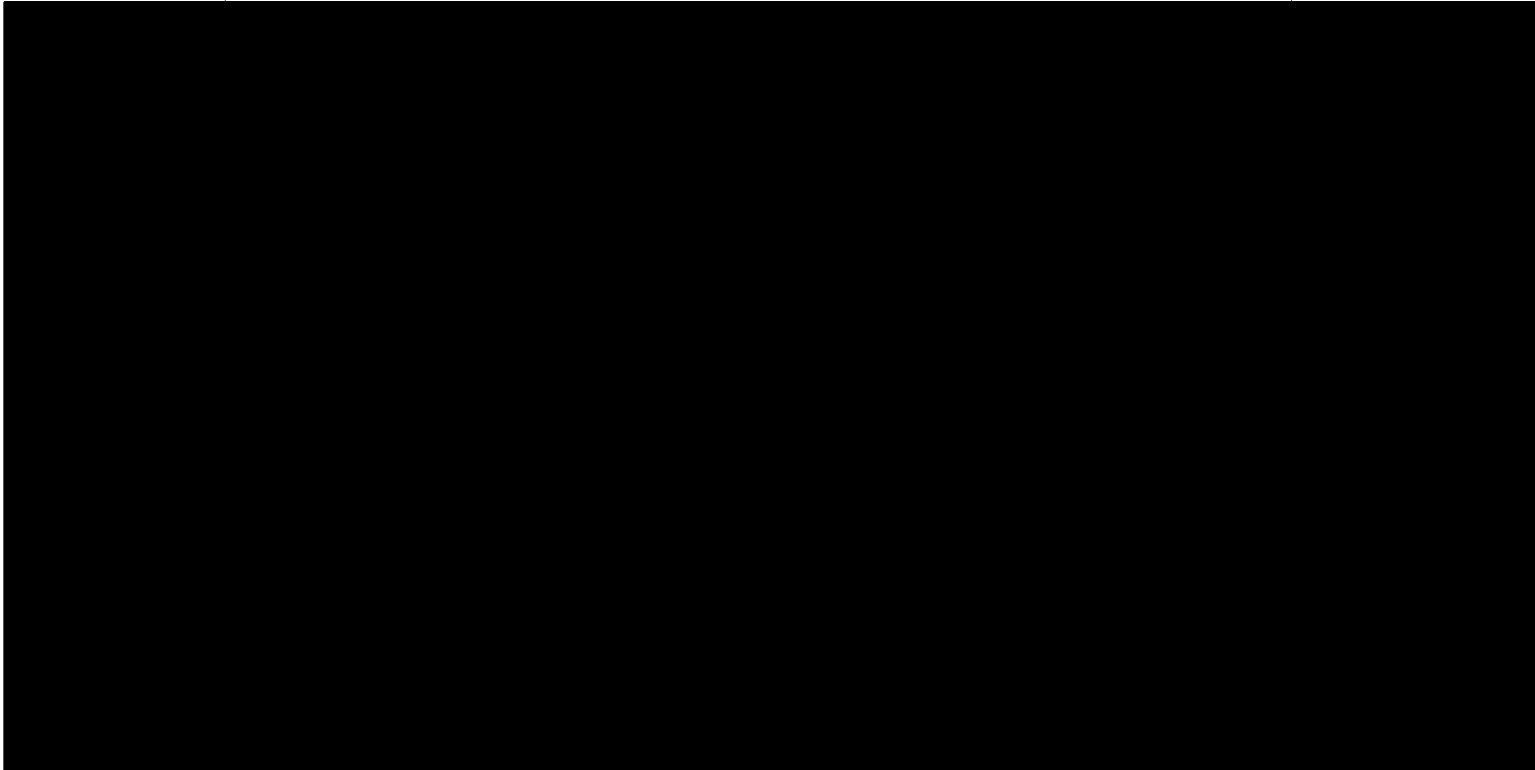




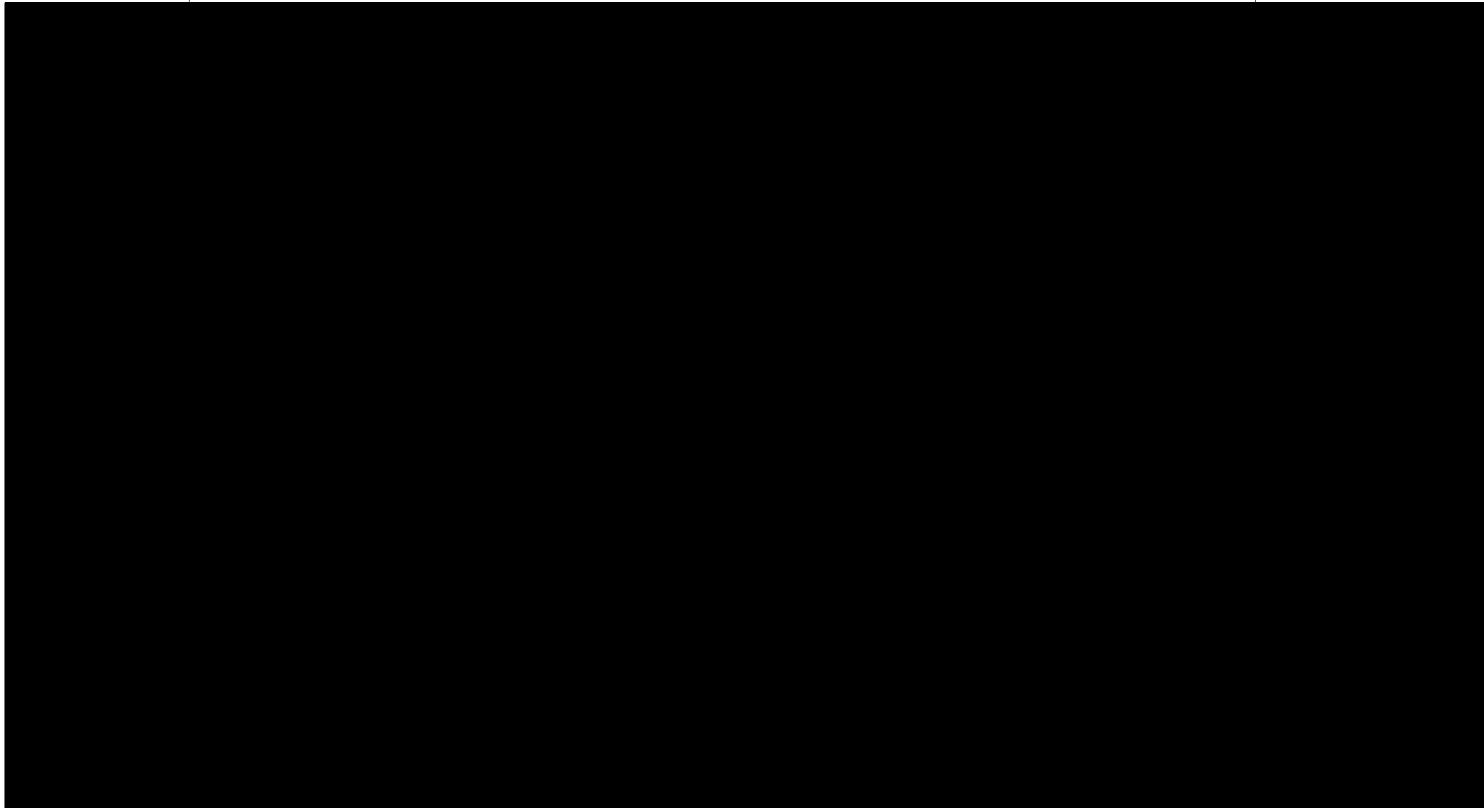
Transferred contacts, apps, photos, music or other  
information to iPhone



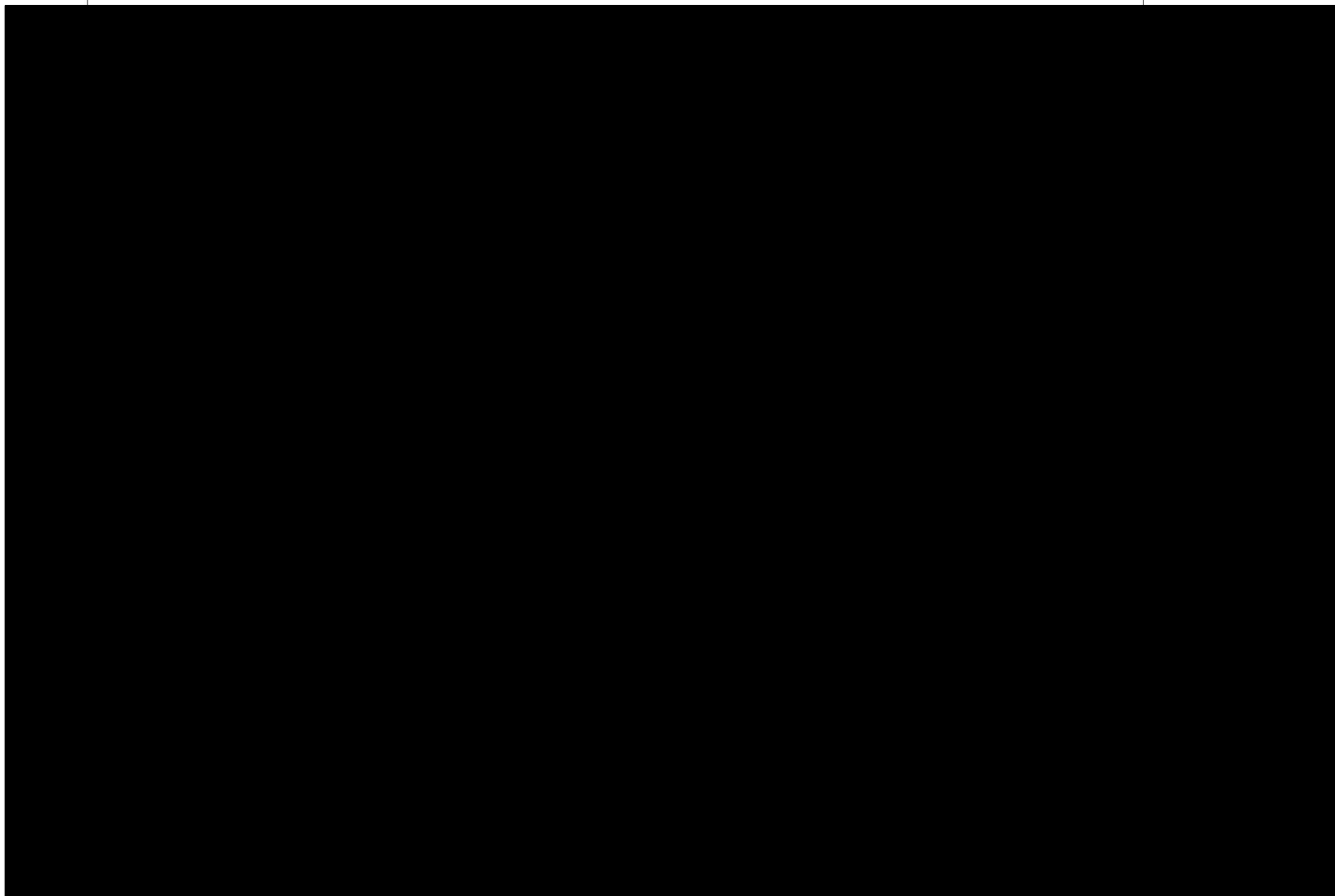
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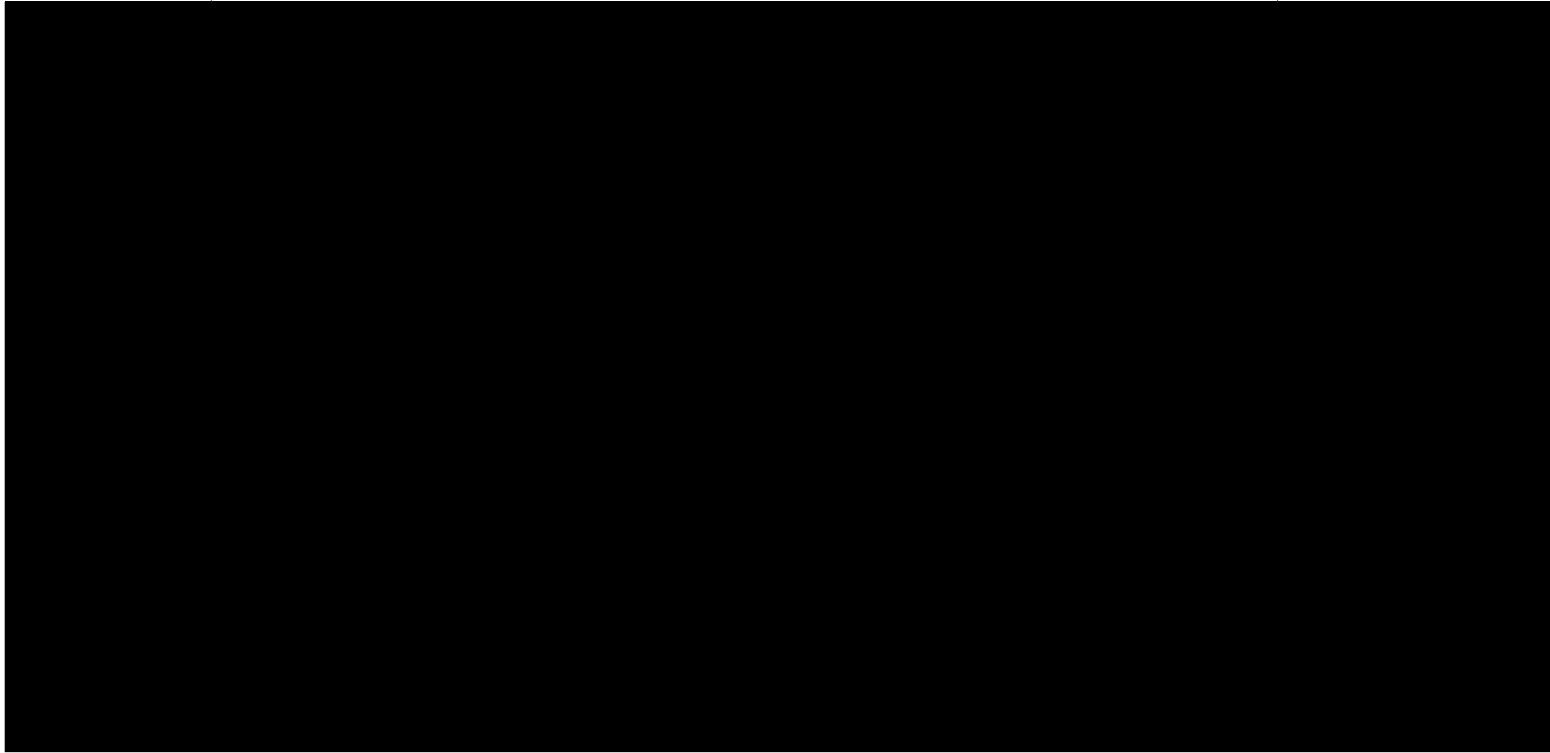
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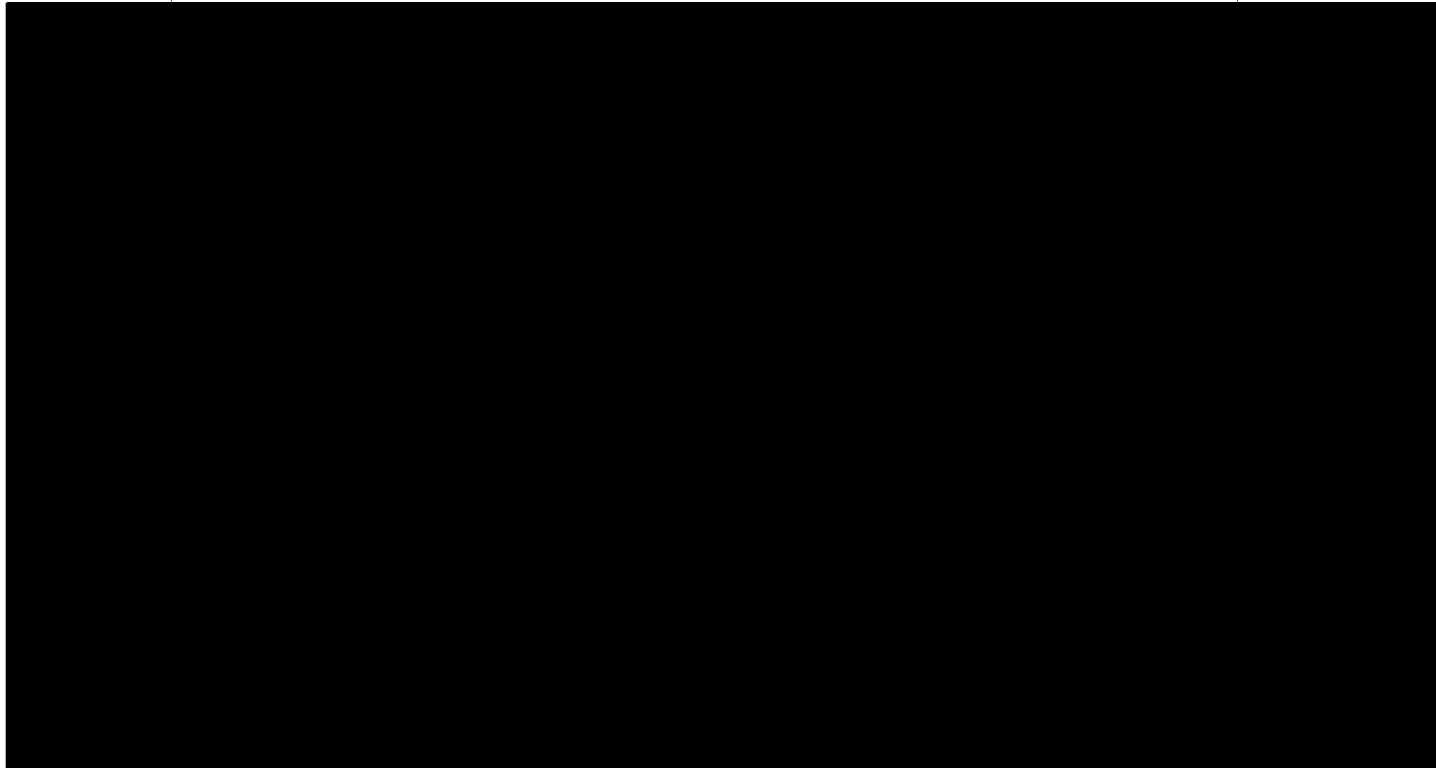




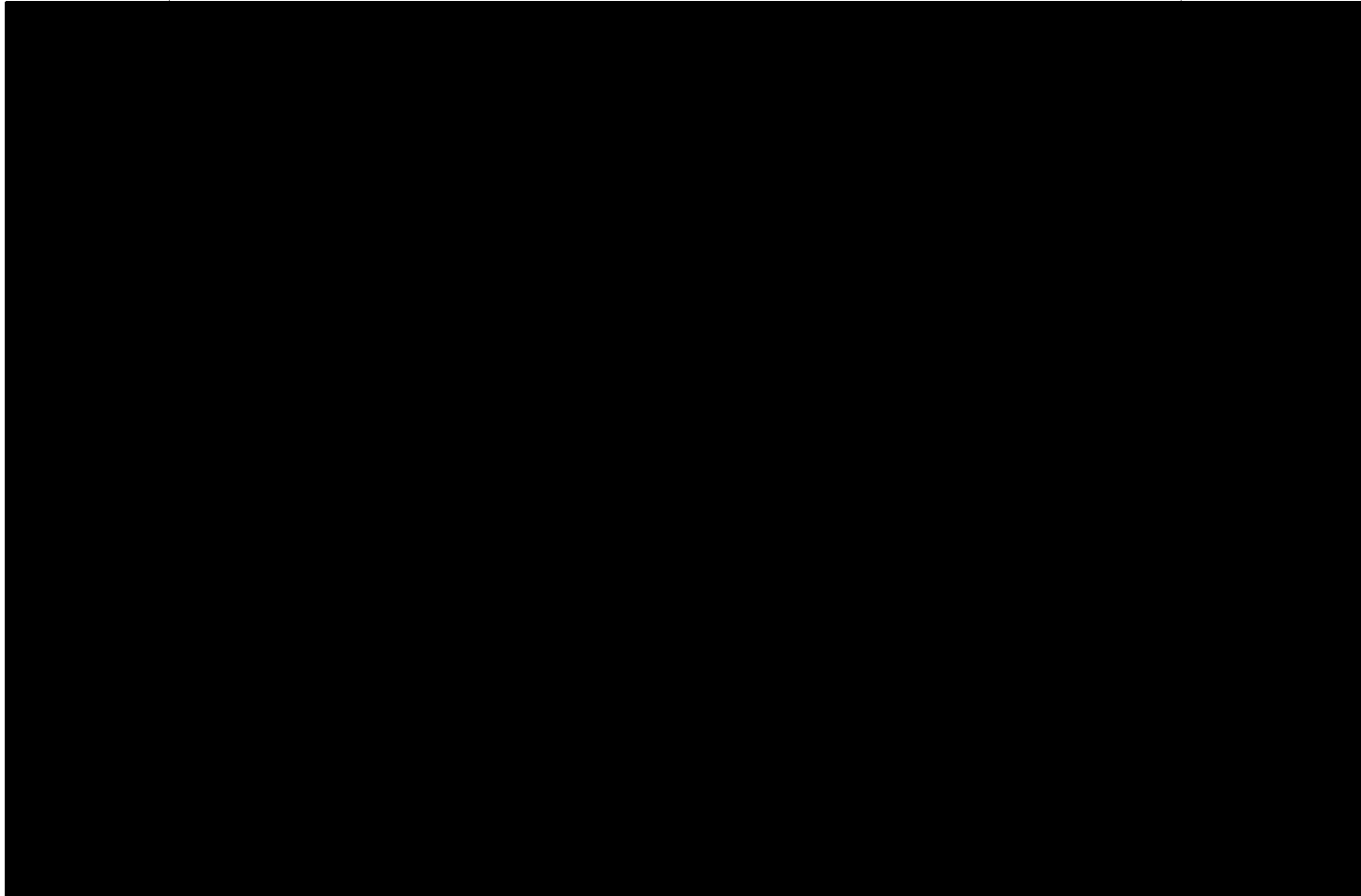
Methods for transferring contacts, apps, photos, music or other information



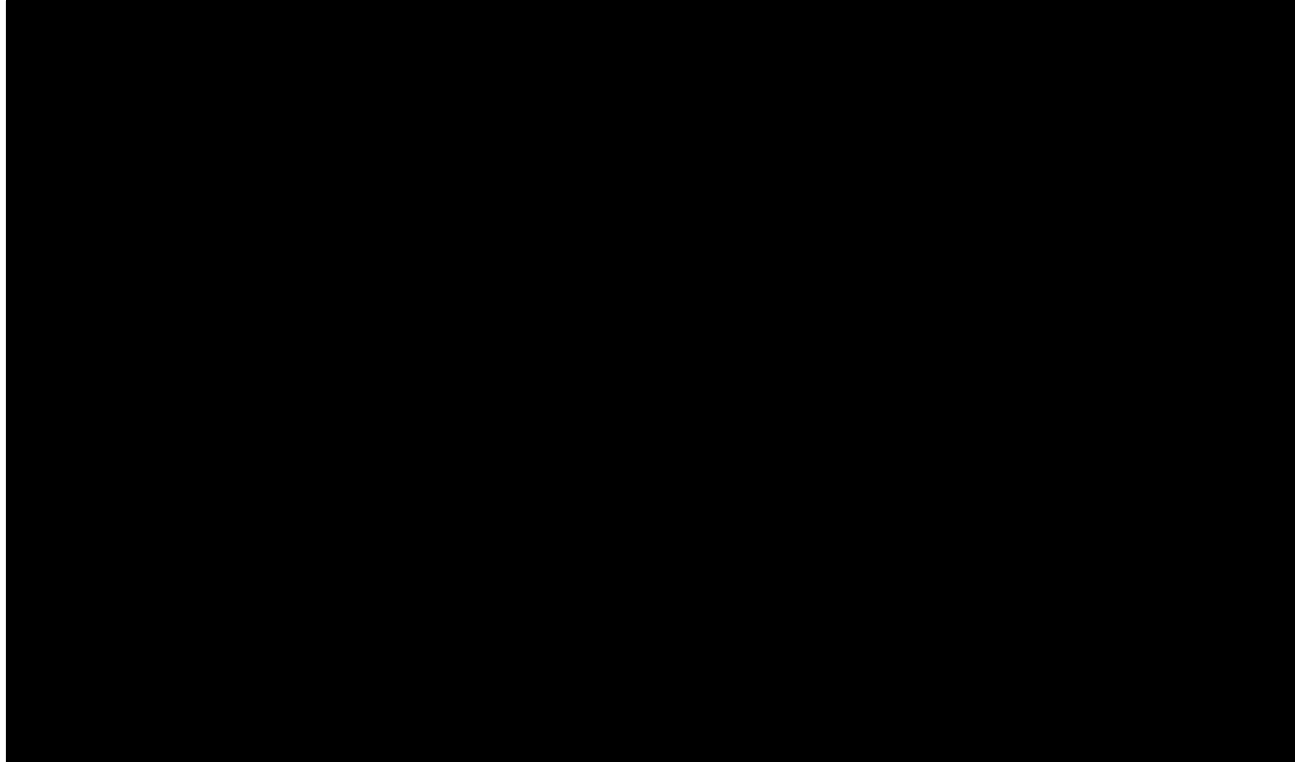
Methods for transferring contacts, apps, photos, music or other information

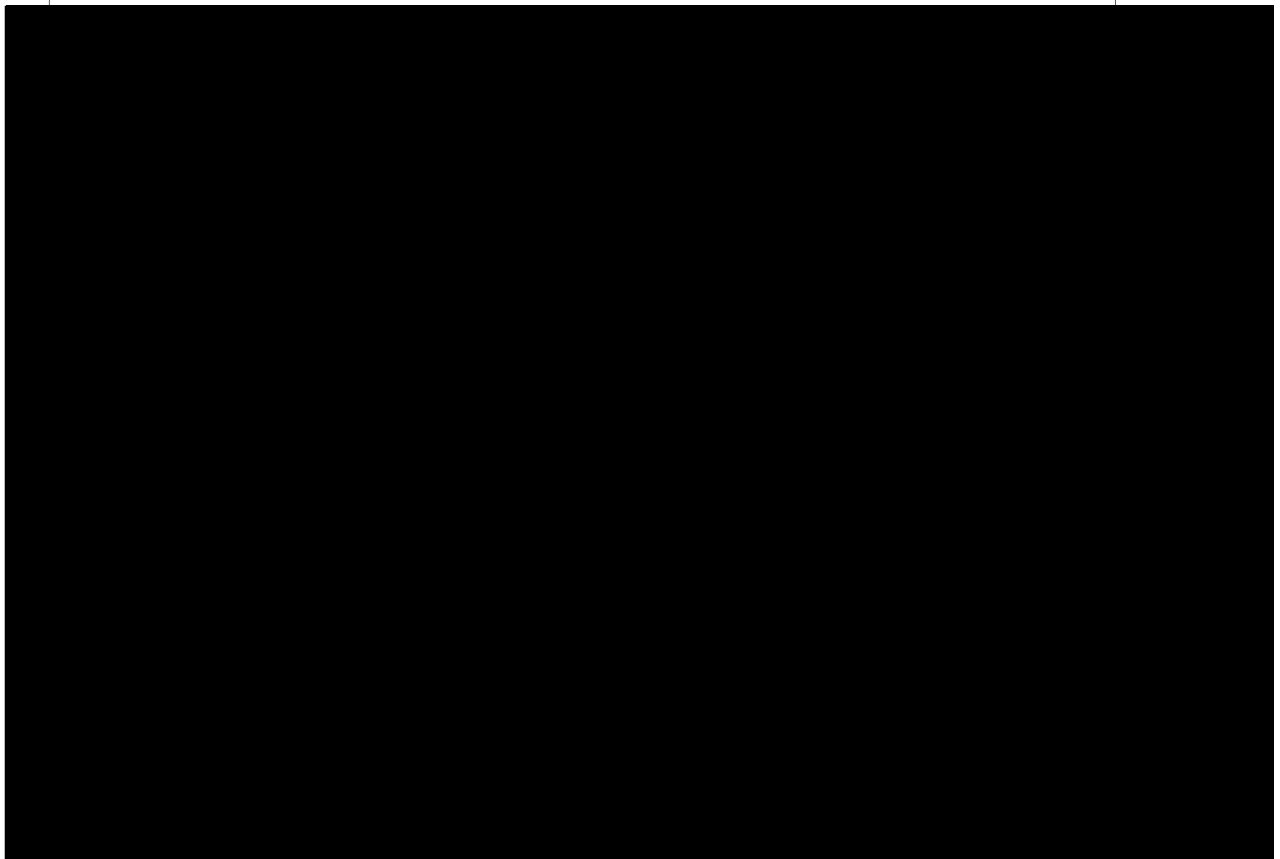


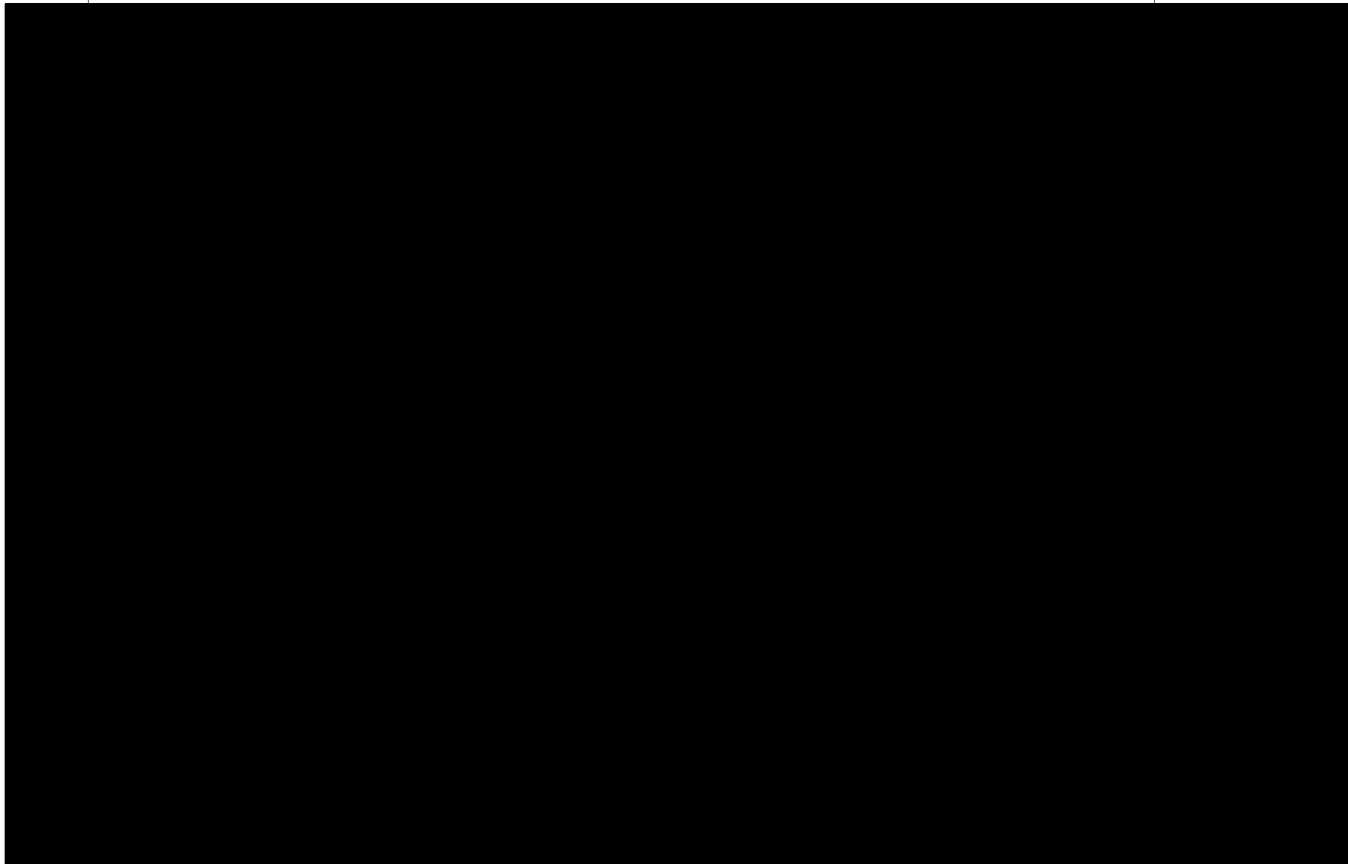
Methods for transferring contacts, apps, photos, music or other information



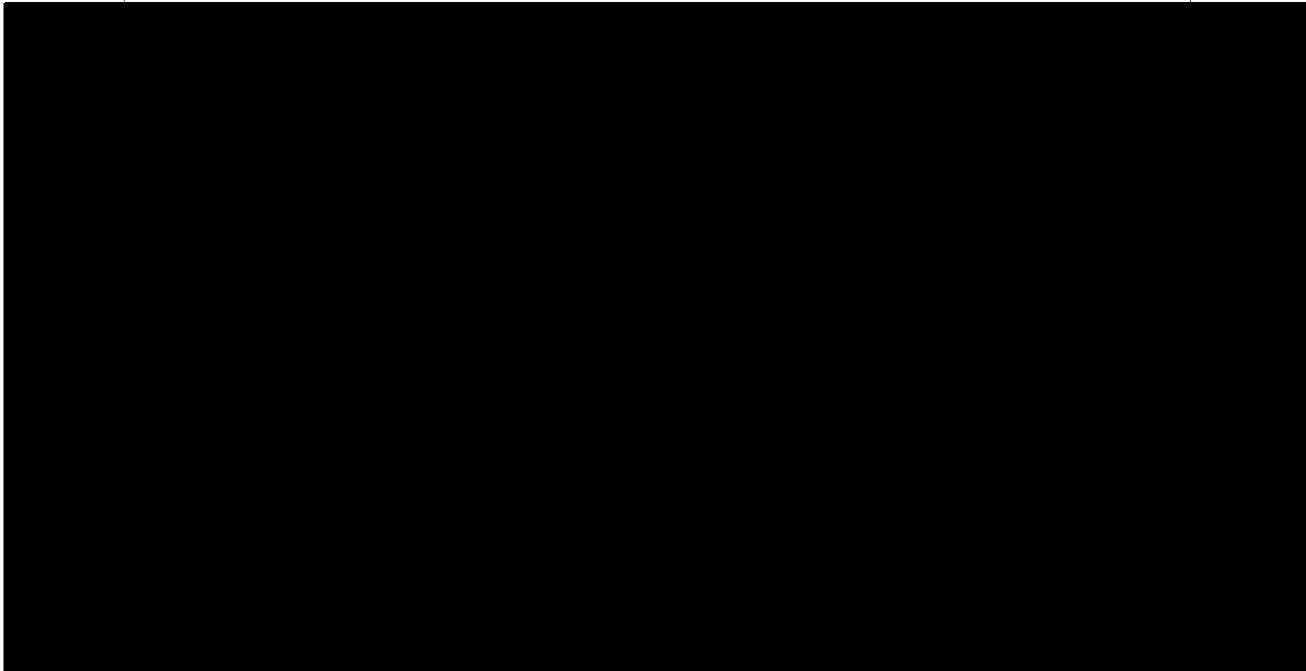
Methods for transferring contacts, apps, photos, music or other information





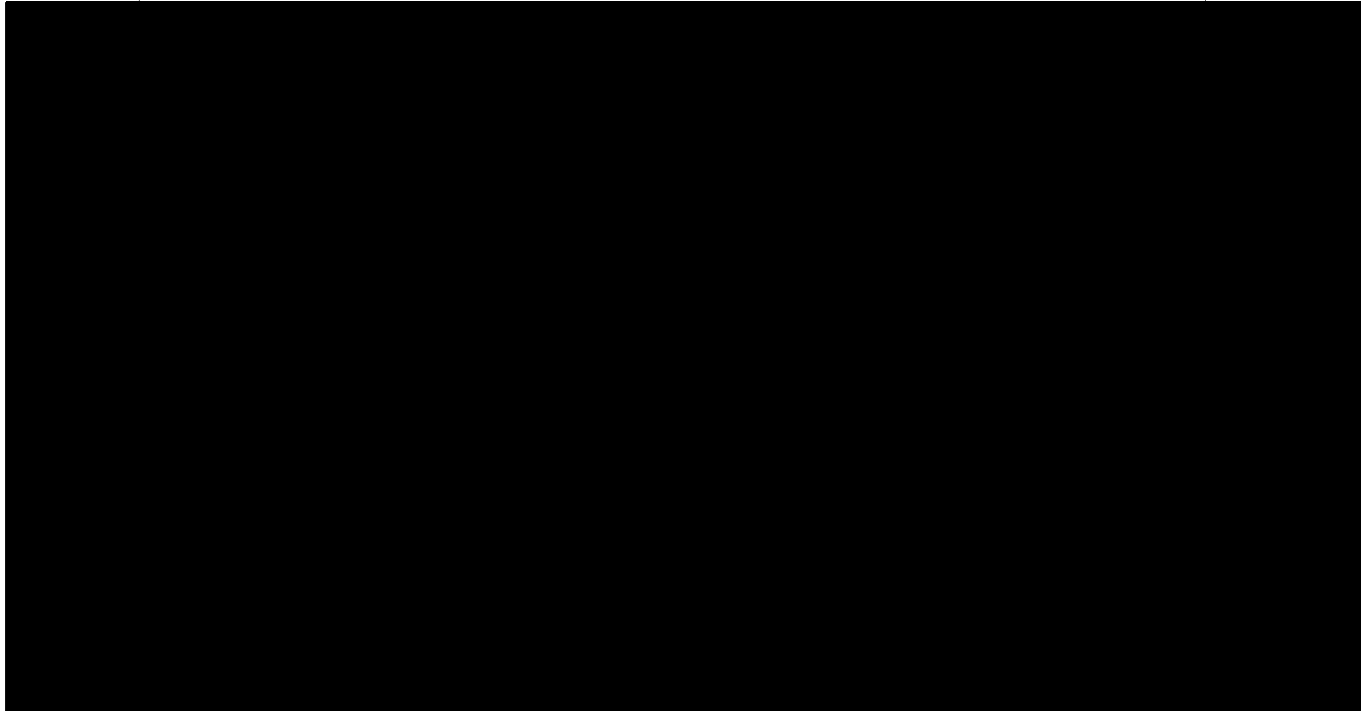


Satisfaction with ease of transferring contacts, apps,  
photos, music or other information

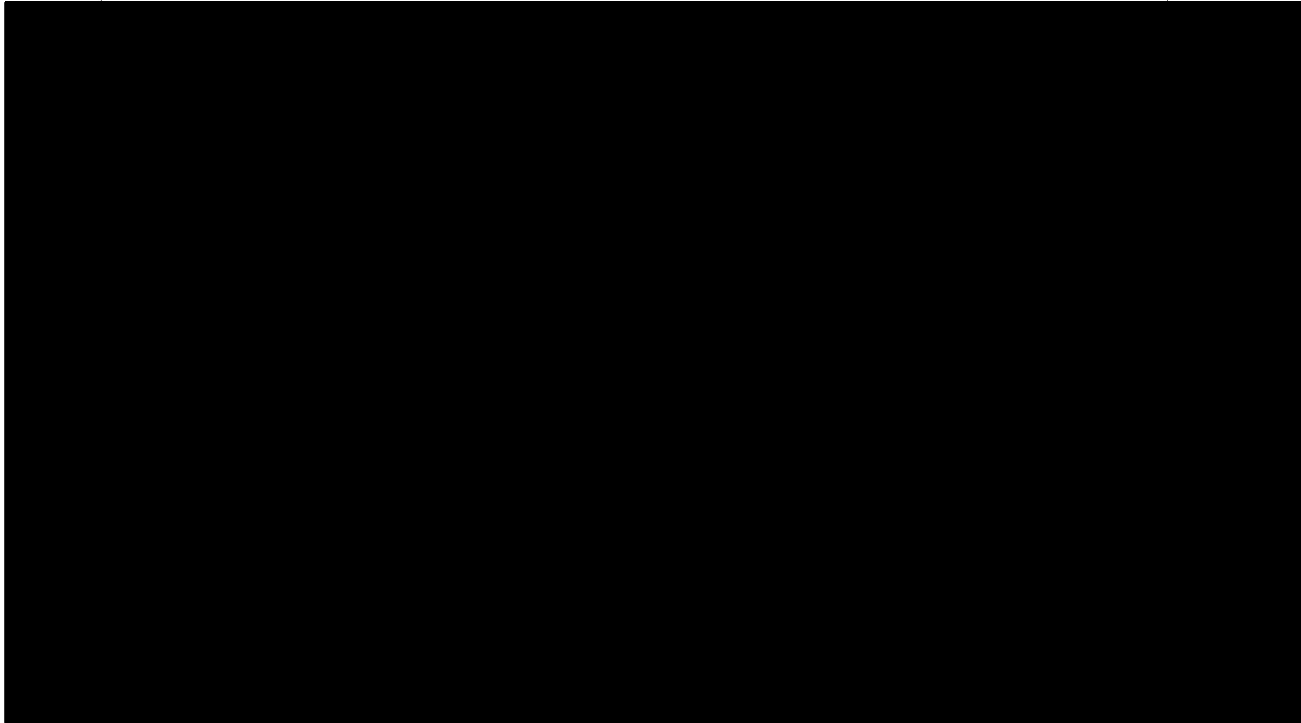




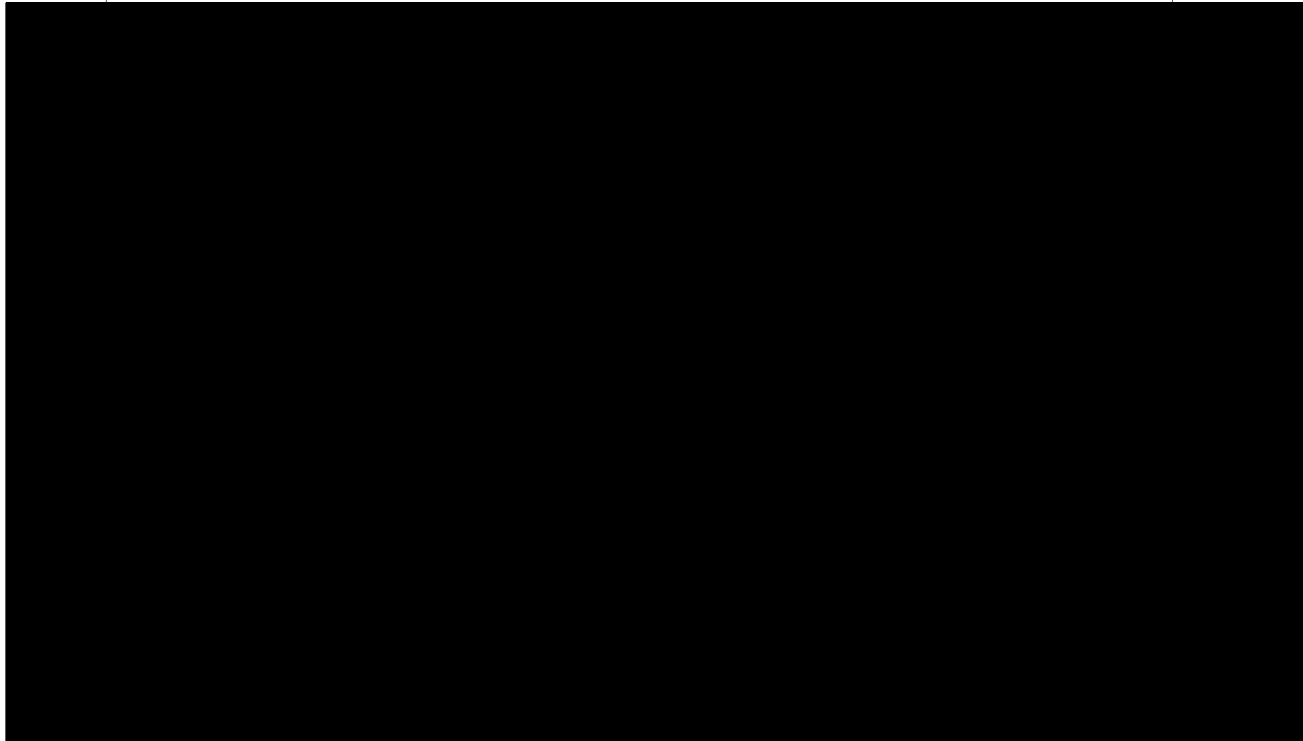
Satisfaction with ease of transferring contacts, apps,  
photos, music or other information



Satisfaction with ease of transferring contacts, apps,  
photos, music or other information

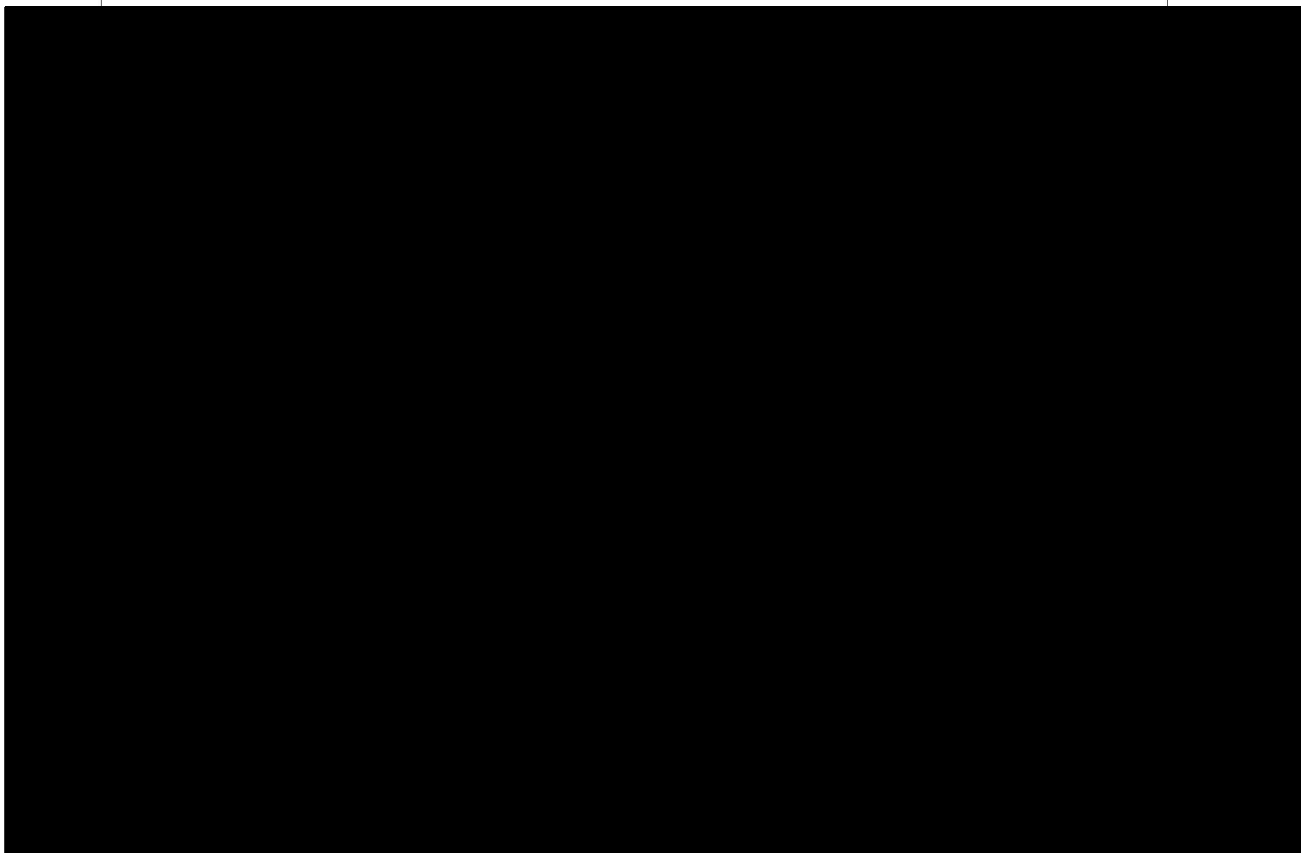


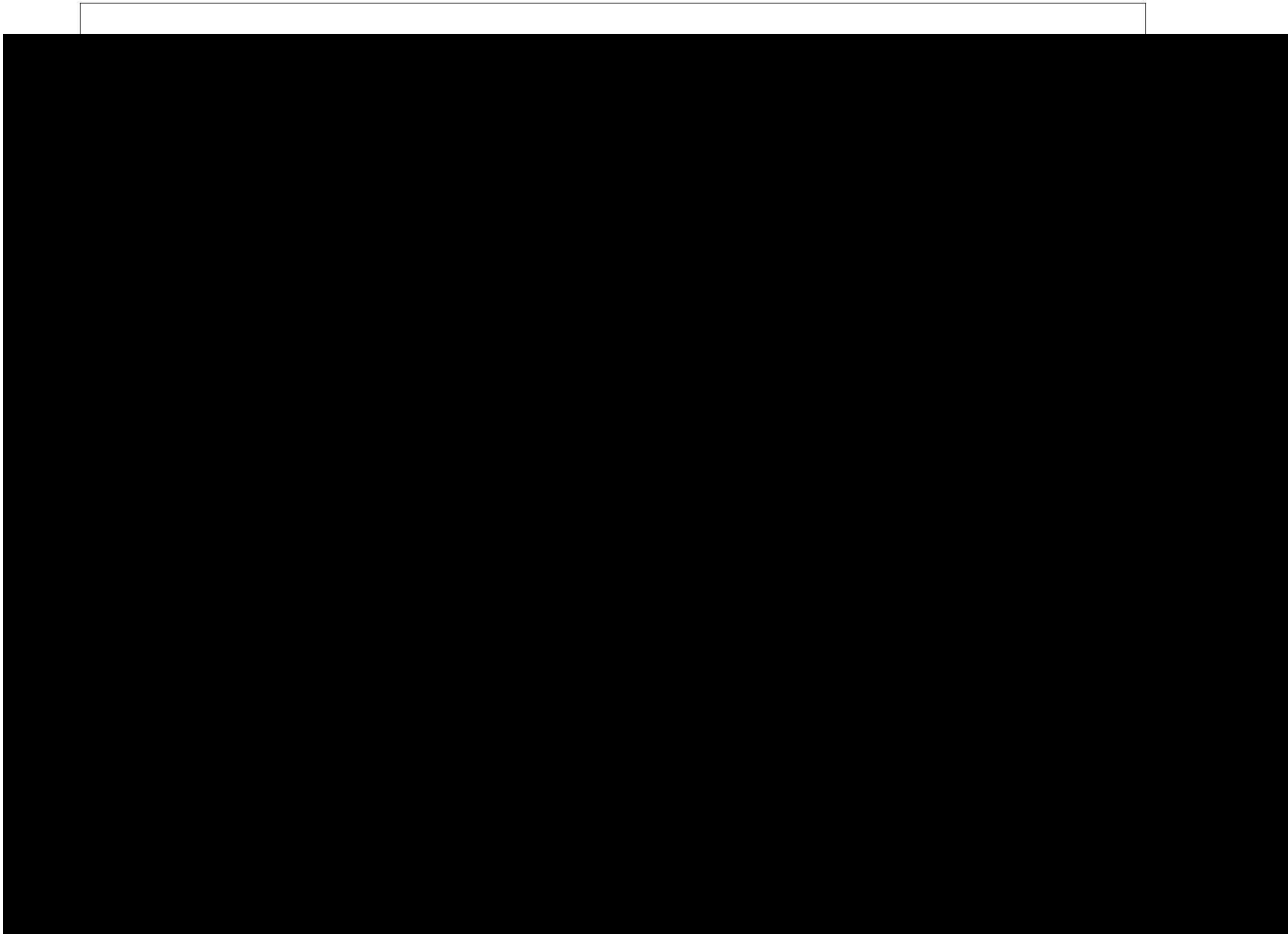
Satisfaction with ease of transferring contacts, apps,  
photos, music or other information

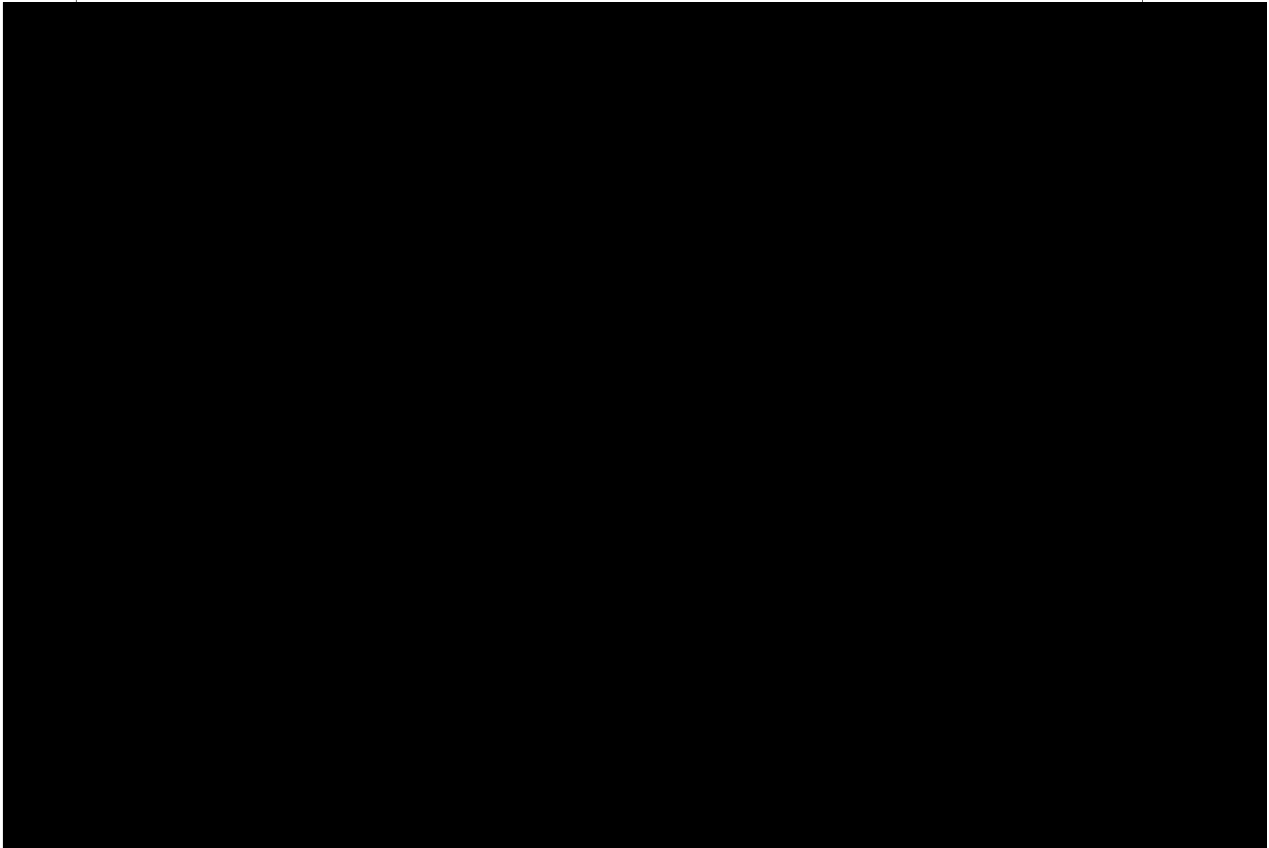


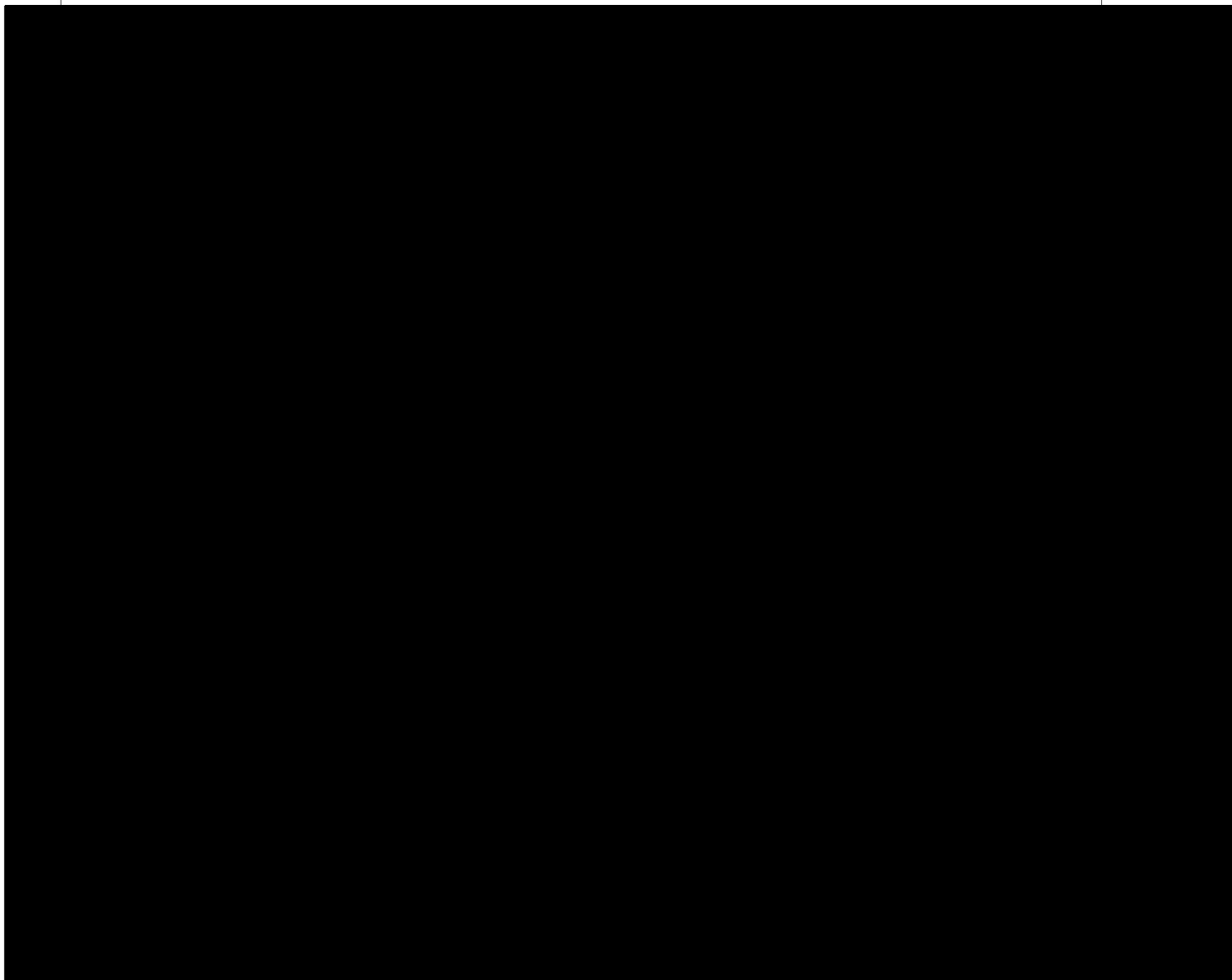
# Accessories

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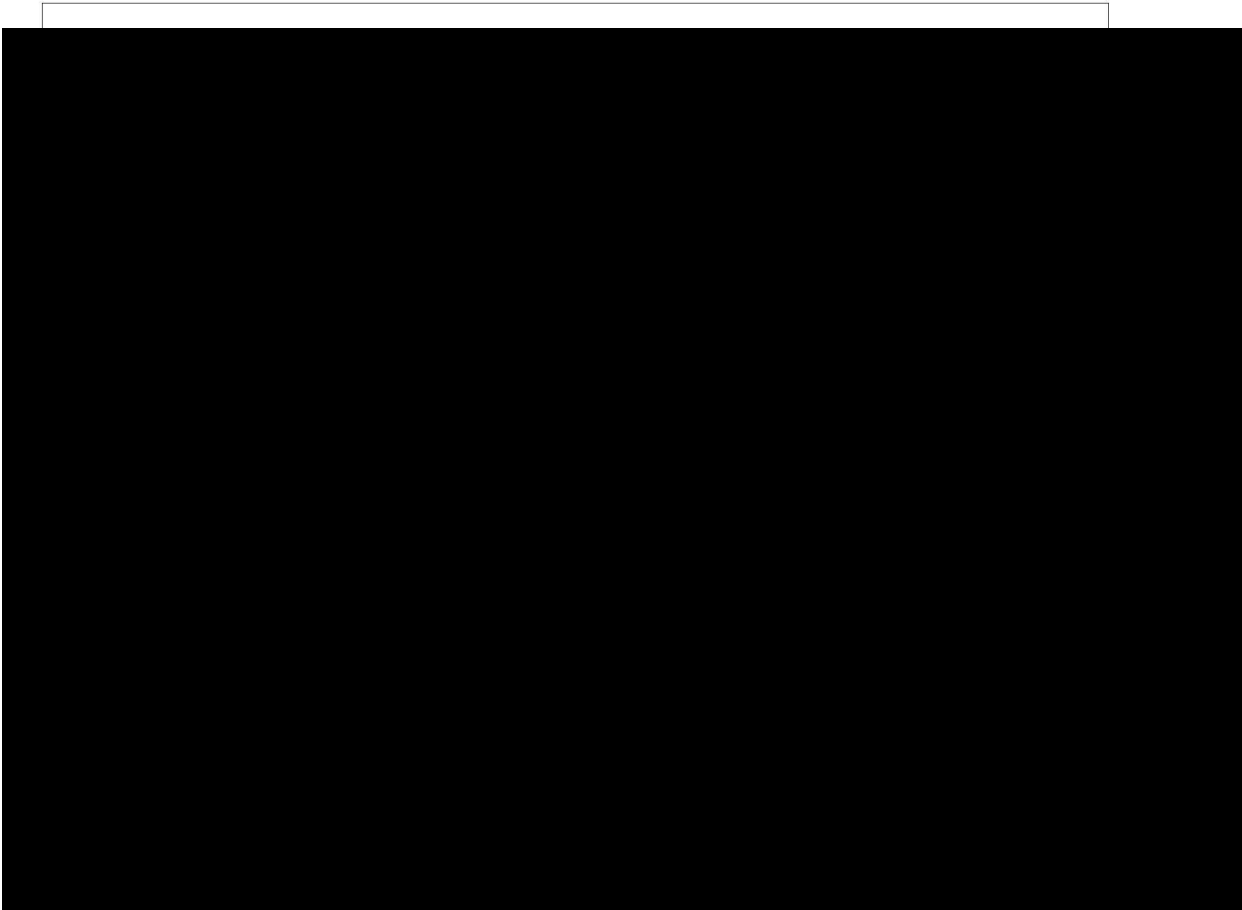


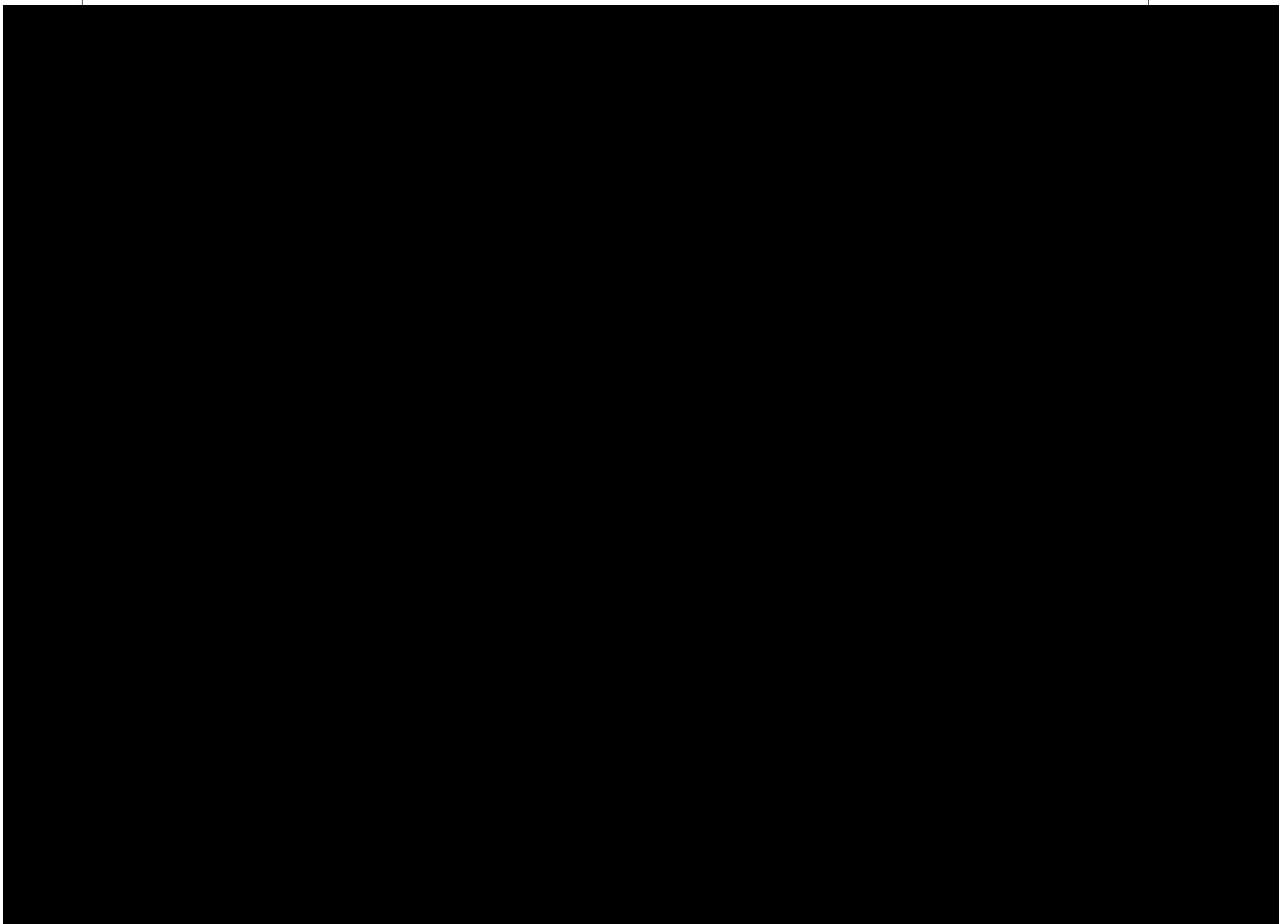




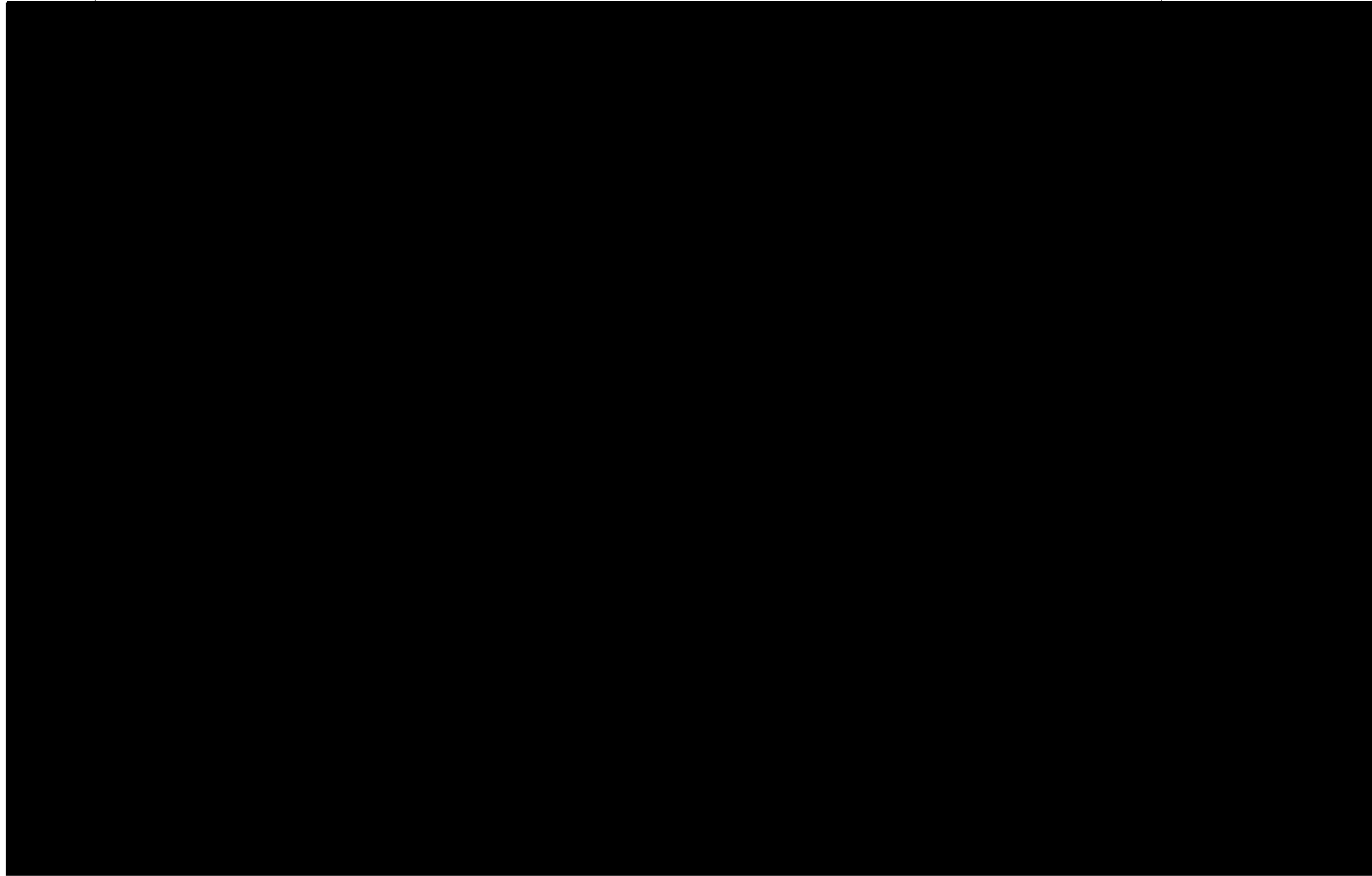




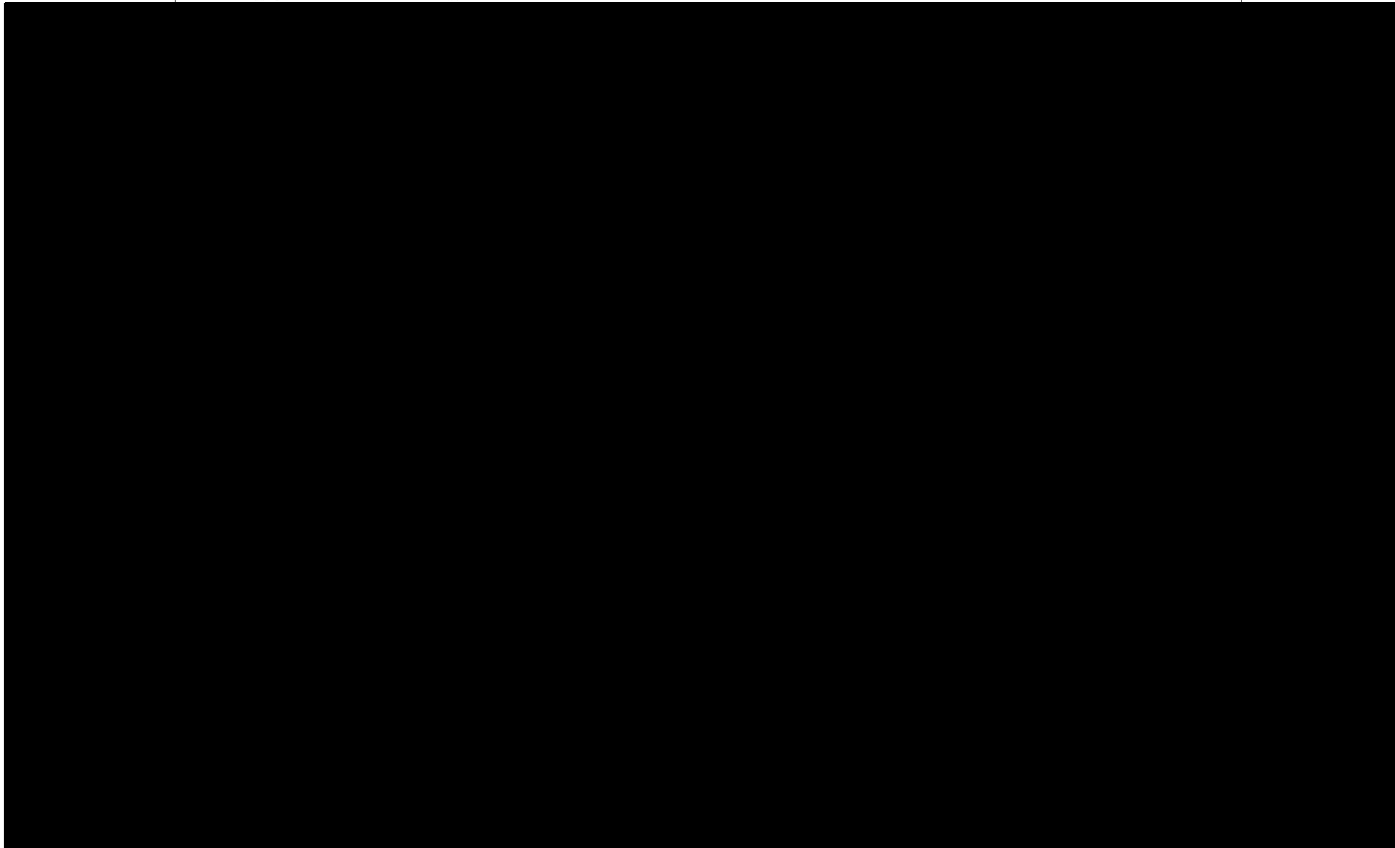




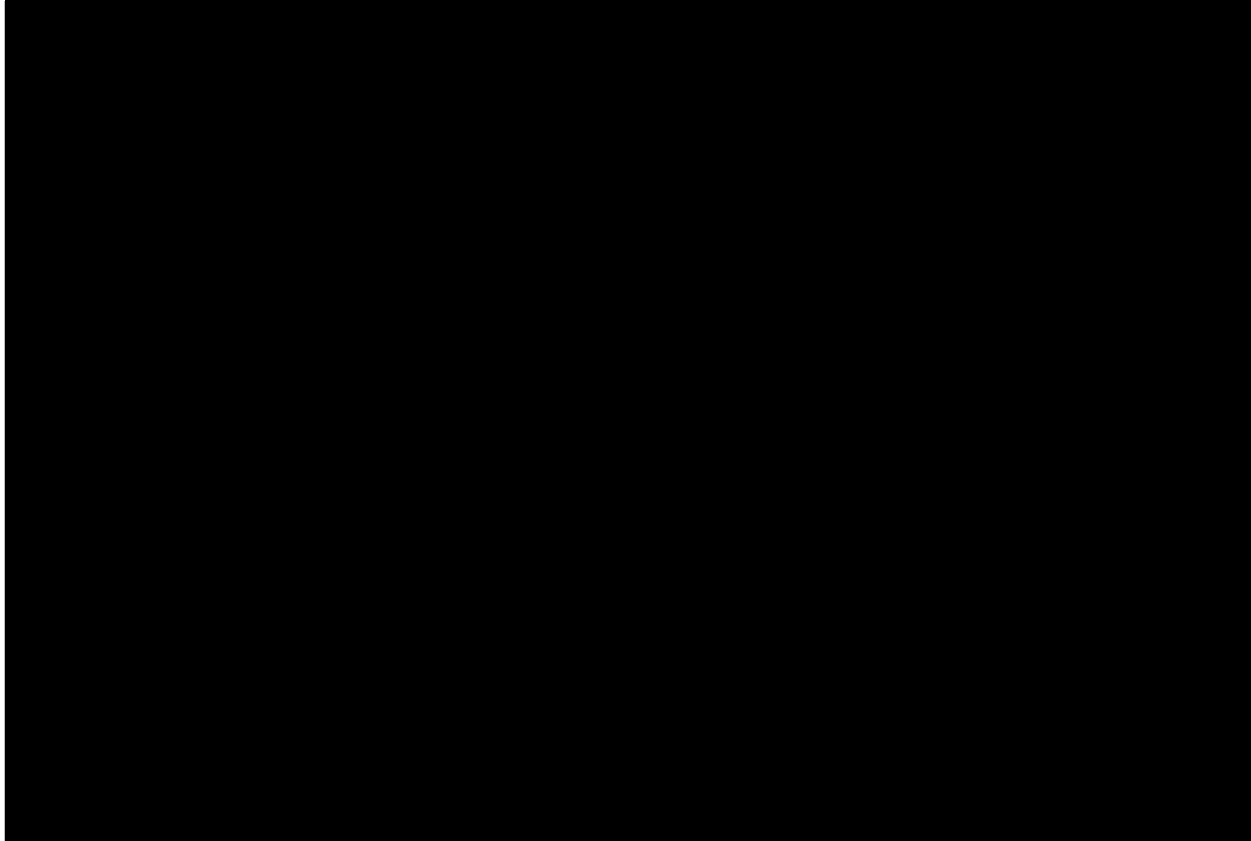
## Accessories



Type of headphones



Type of headphones

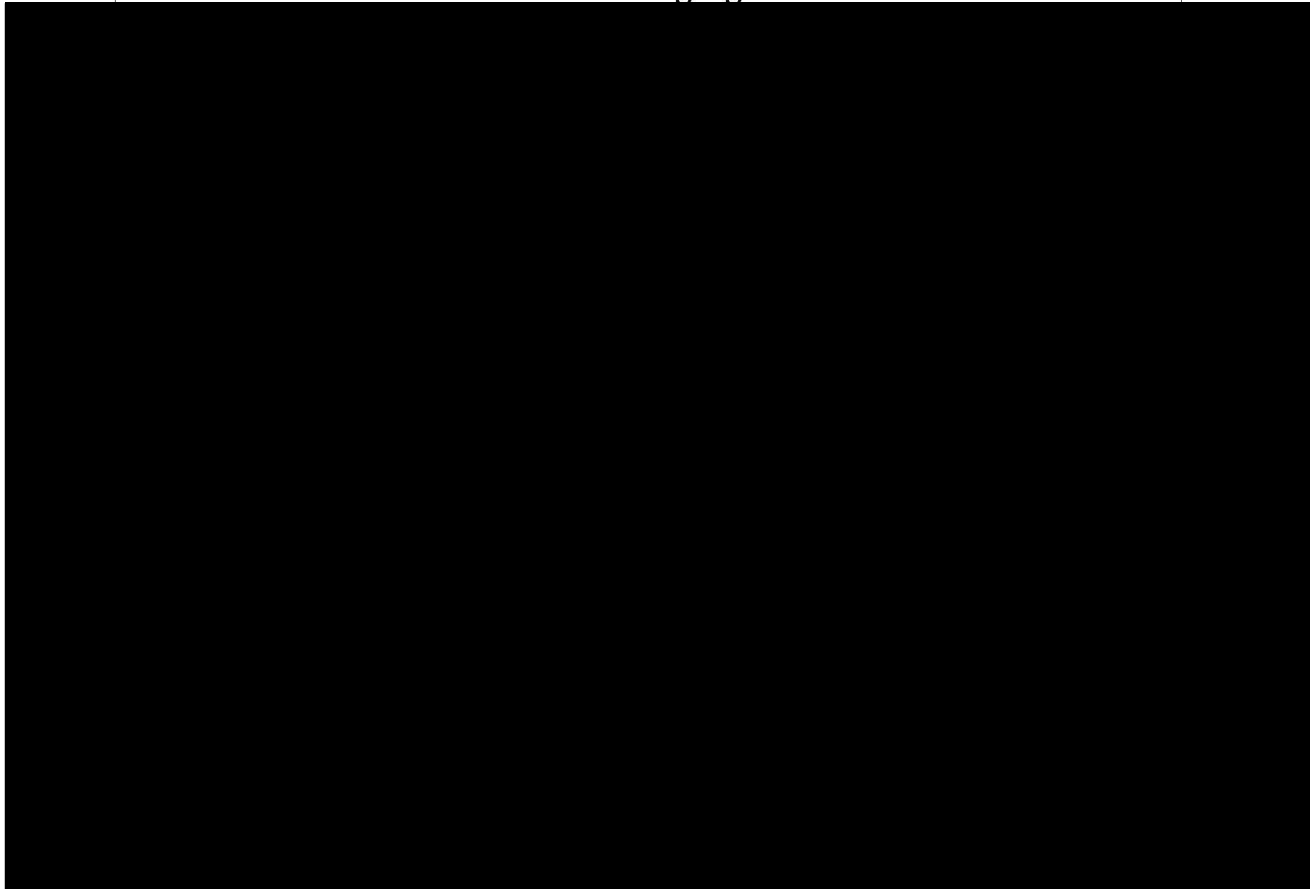


## Wireless charging

APPLE CONFIDENTIAL 118



Satisfaction with wireless charging time

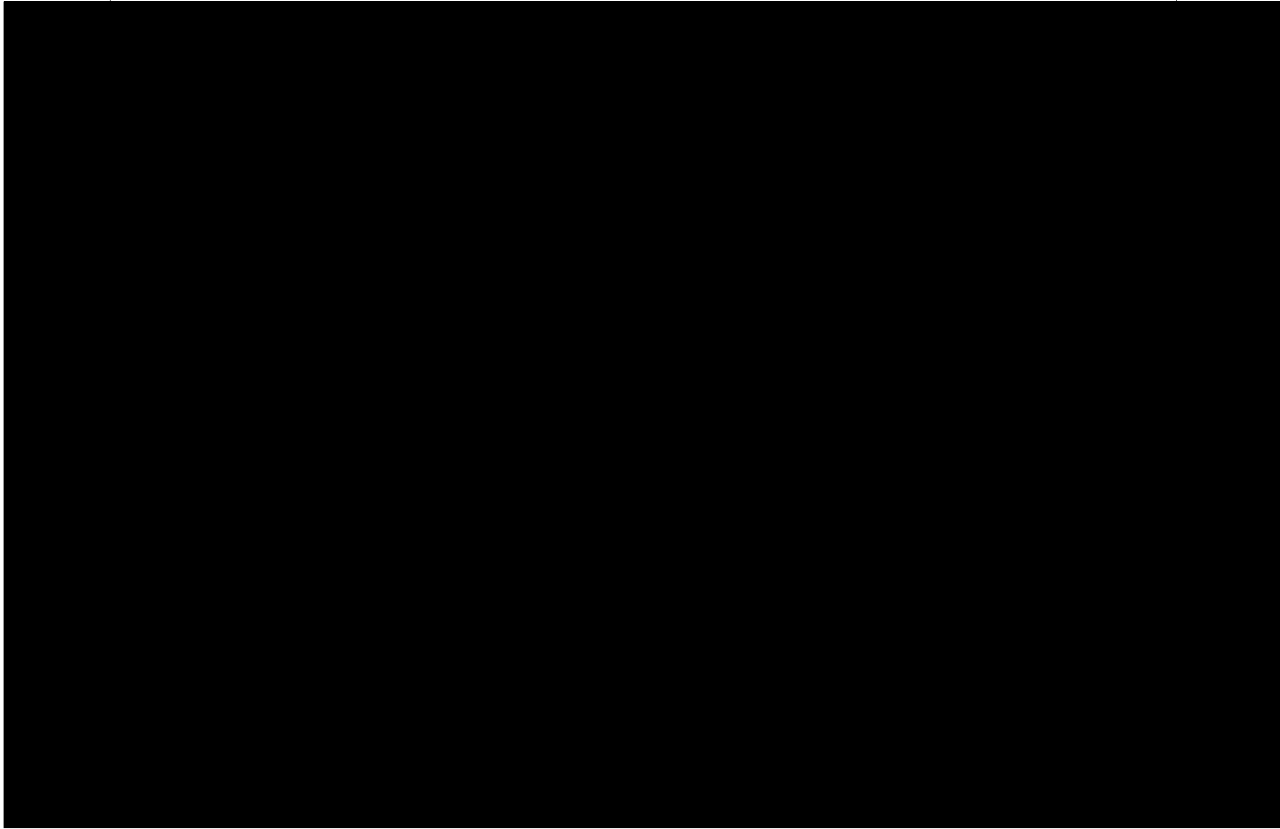




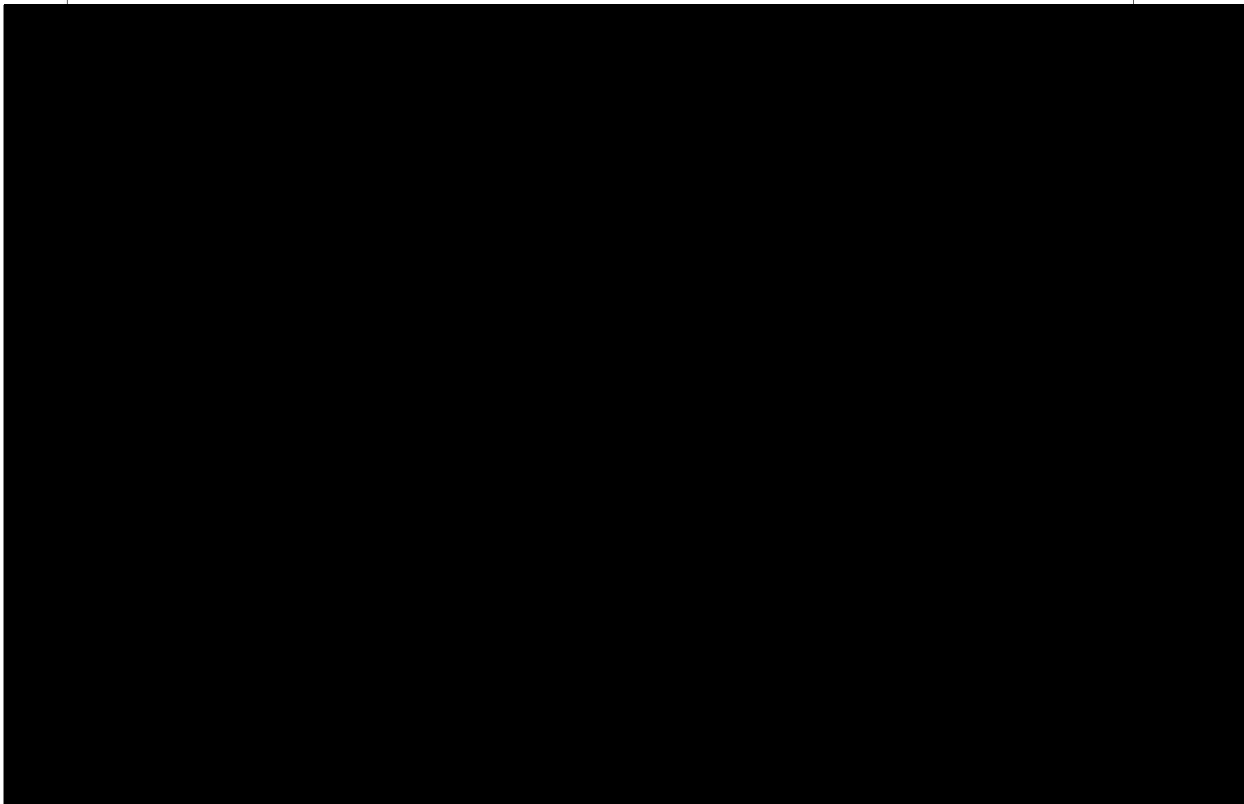
# Demographics

APPLE CONFIDENTIAL 21

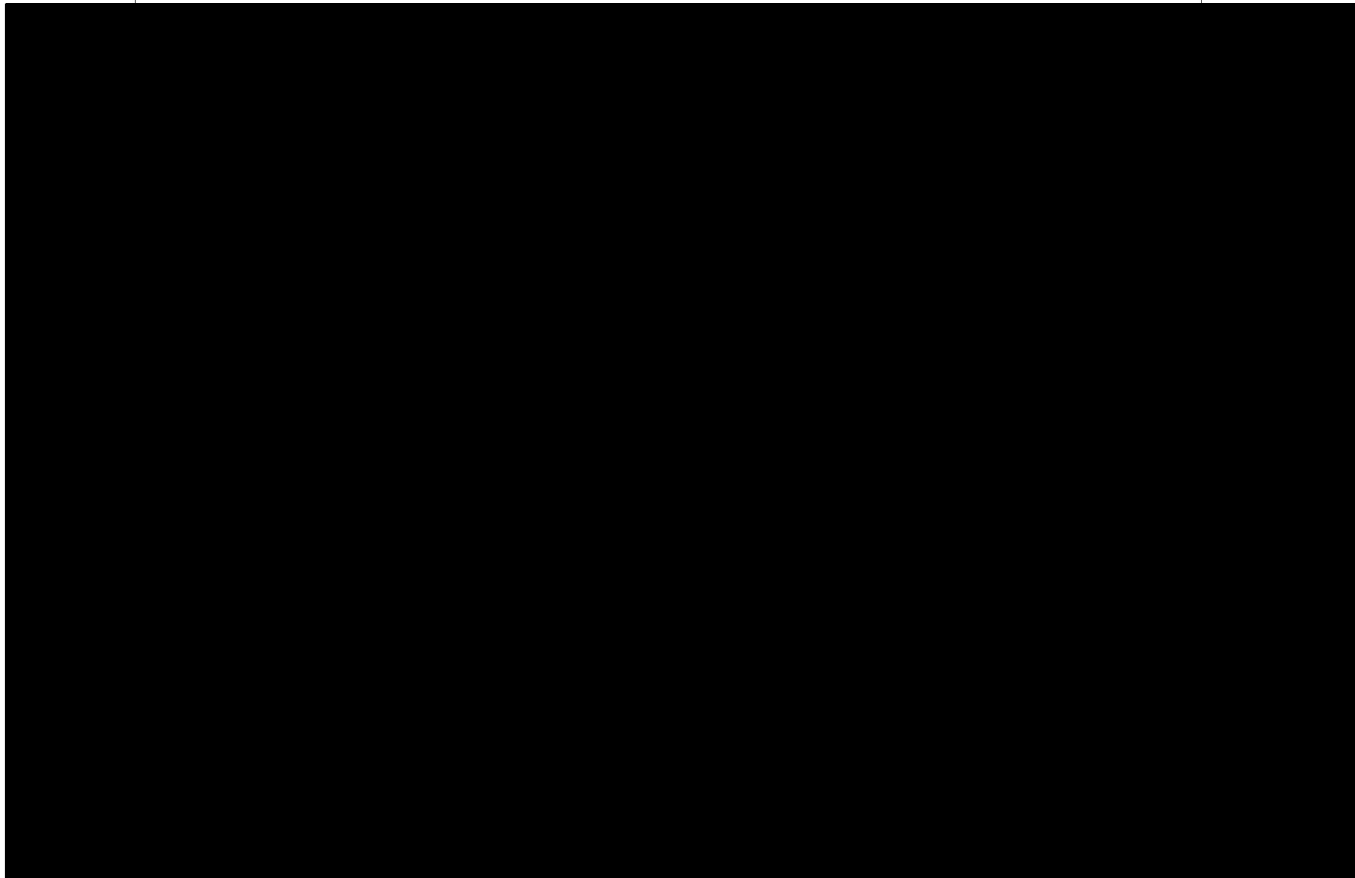
Age



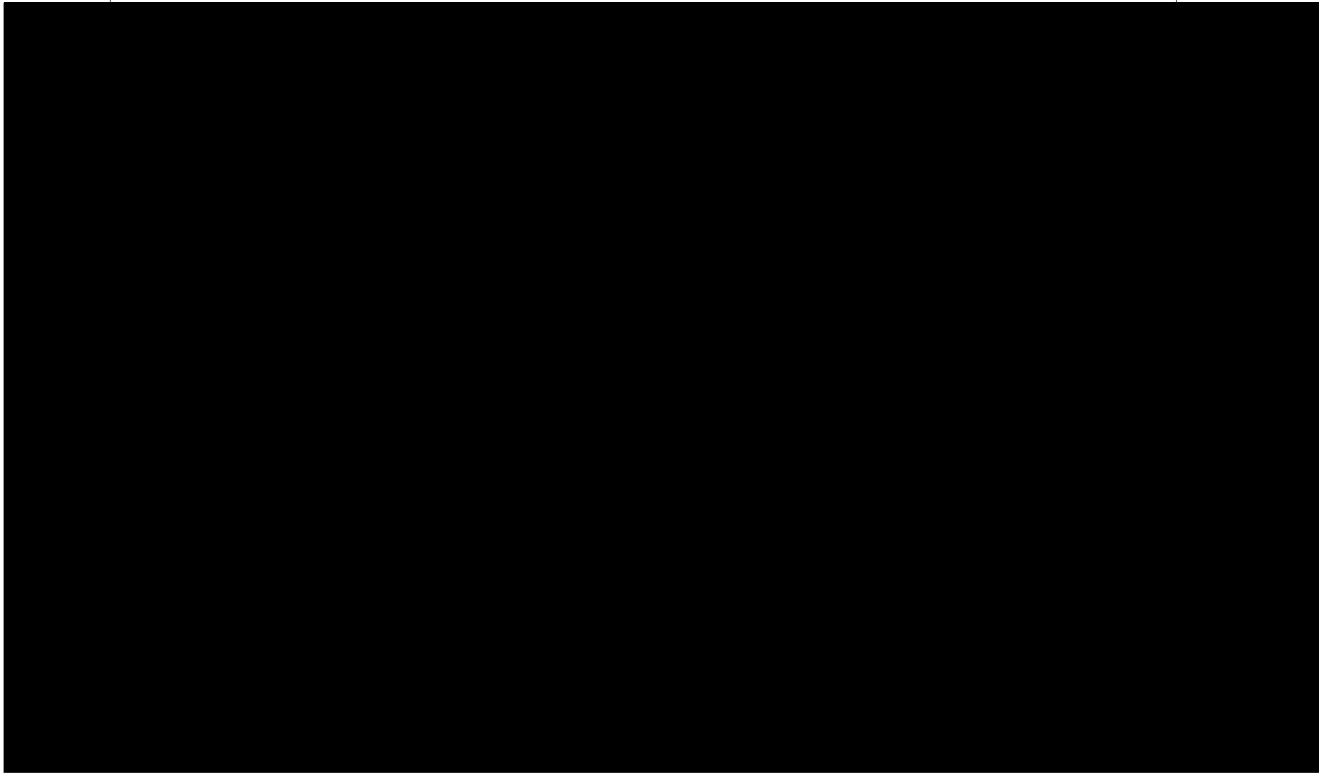
Age



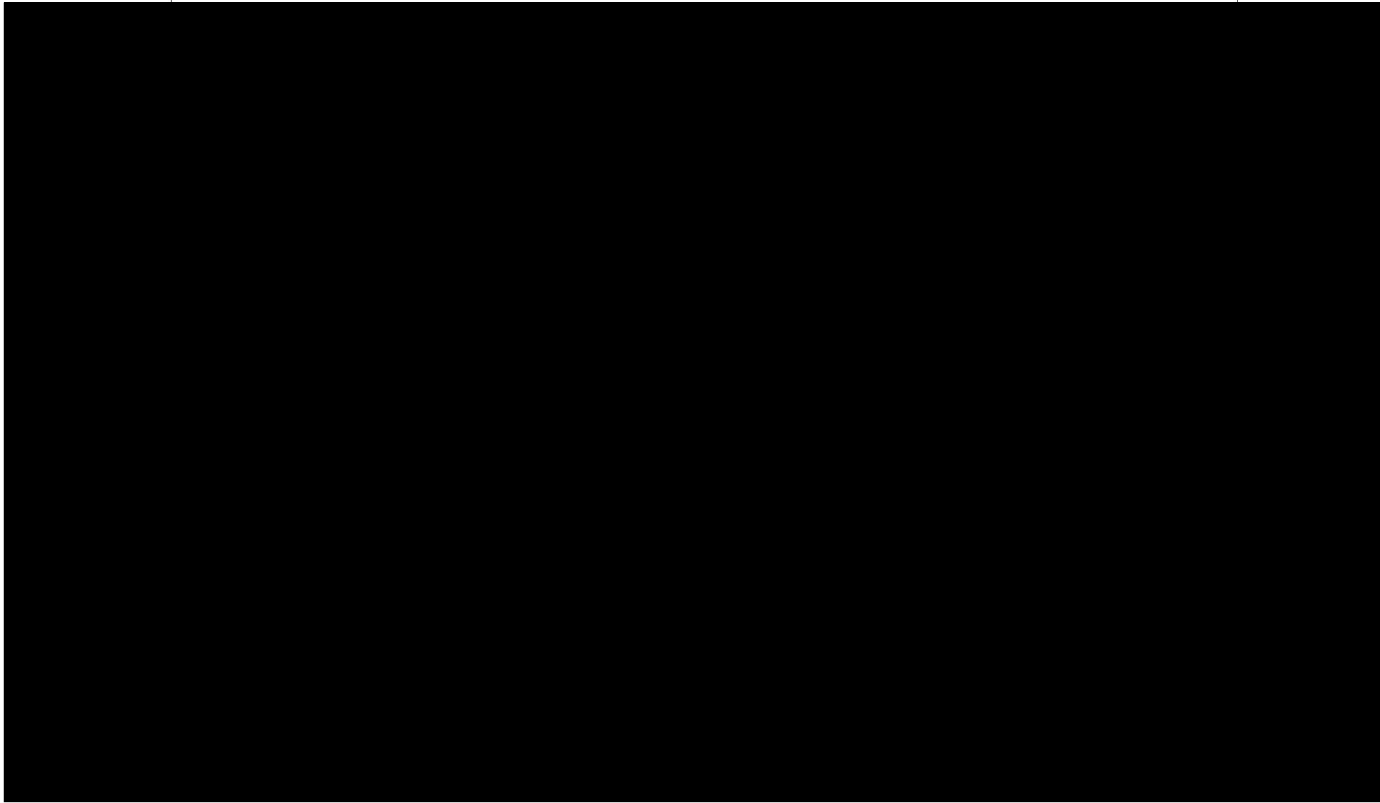
Age



Age

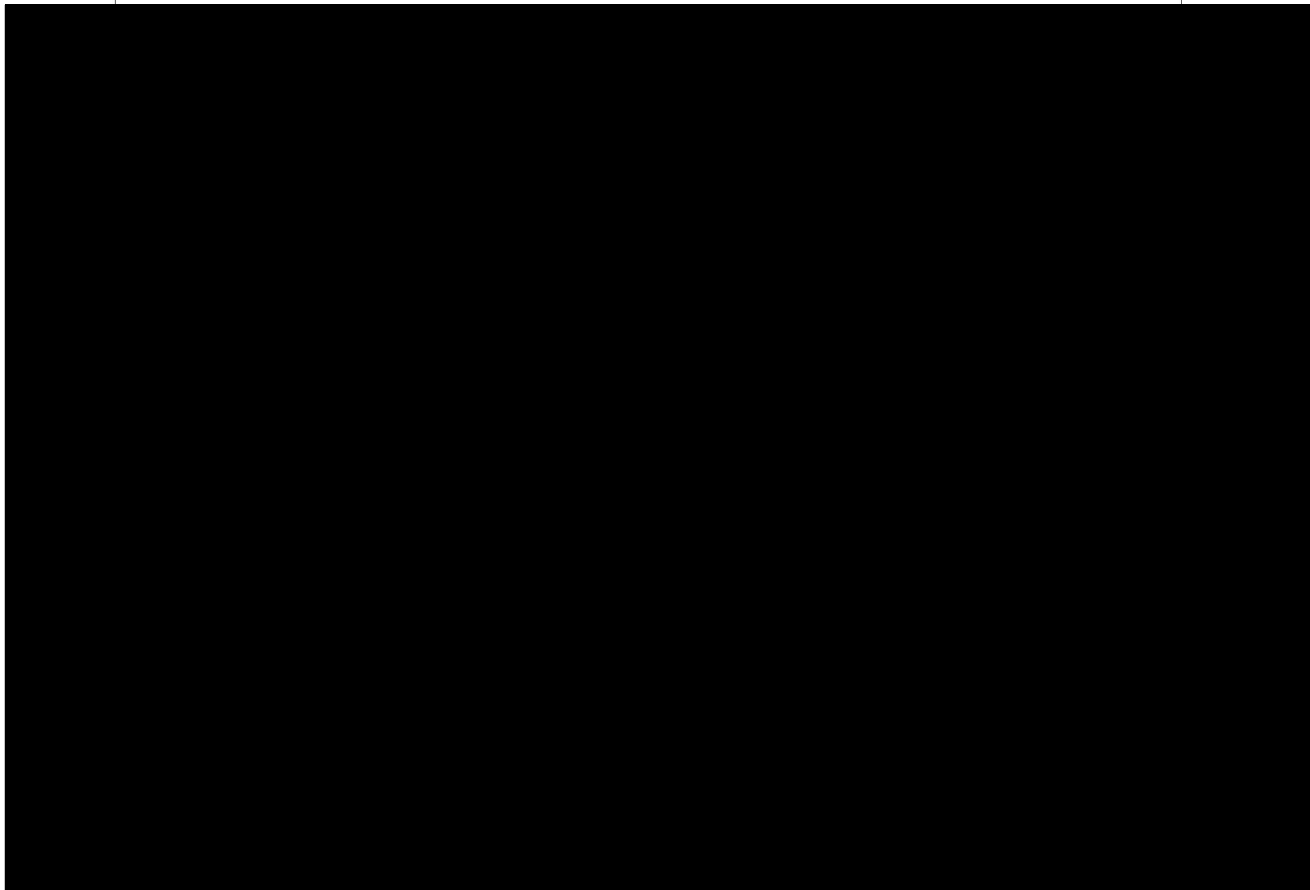


## Age trends



■

## Age trends

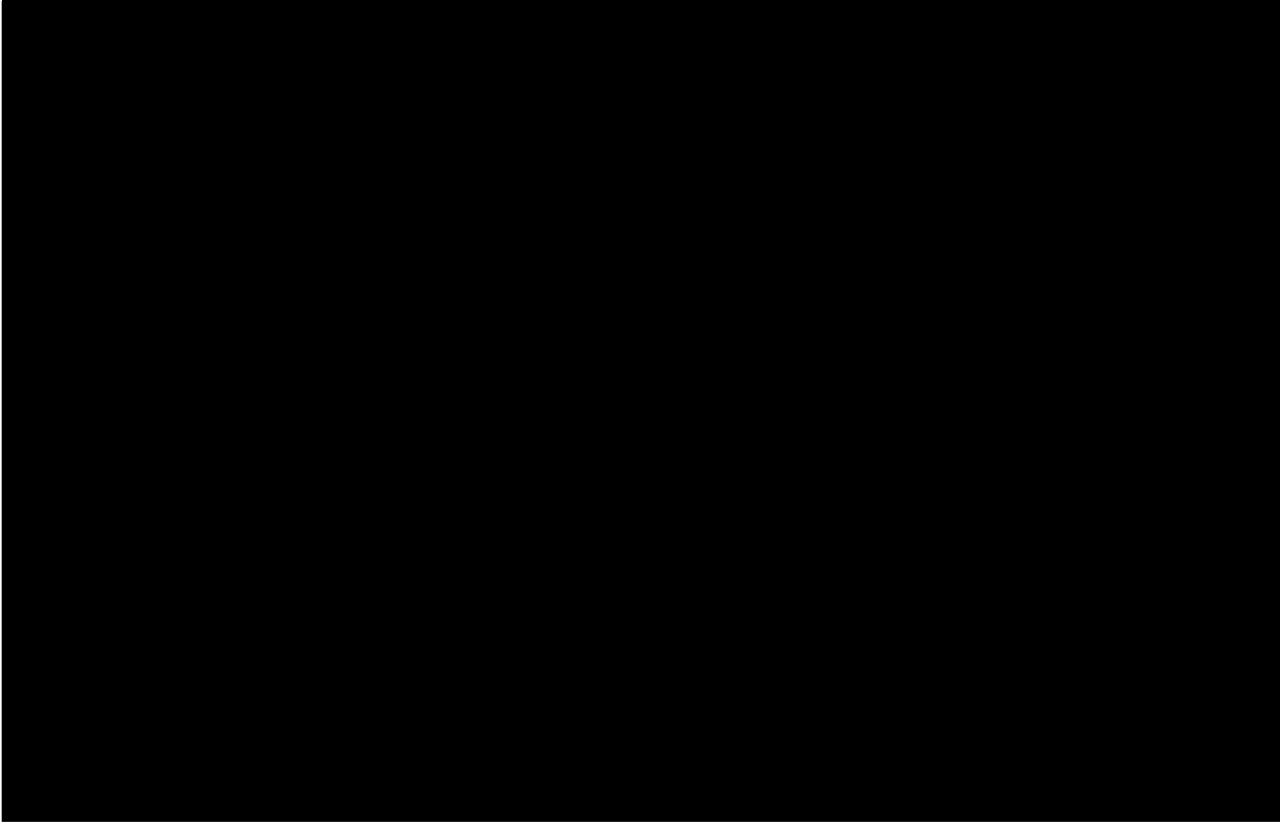


Gender





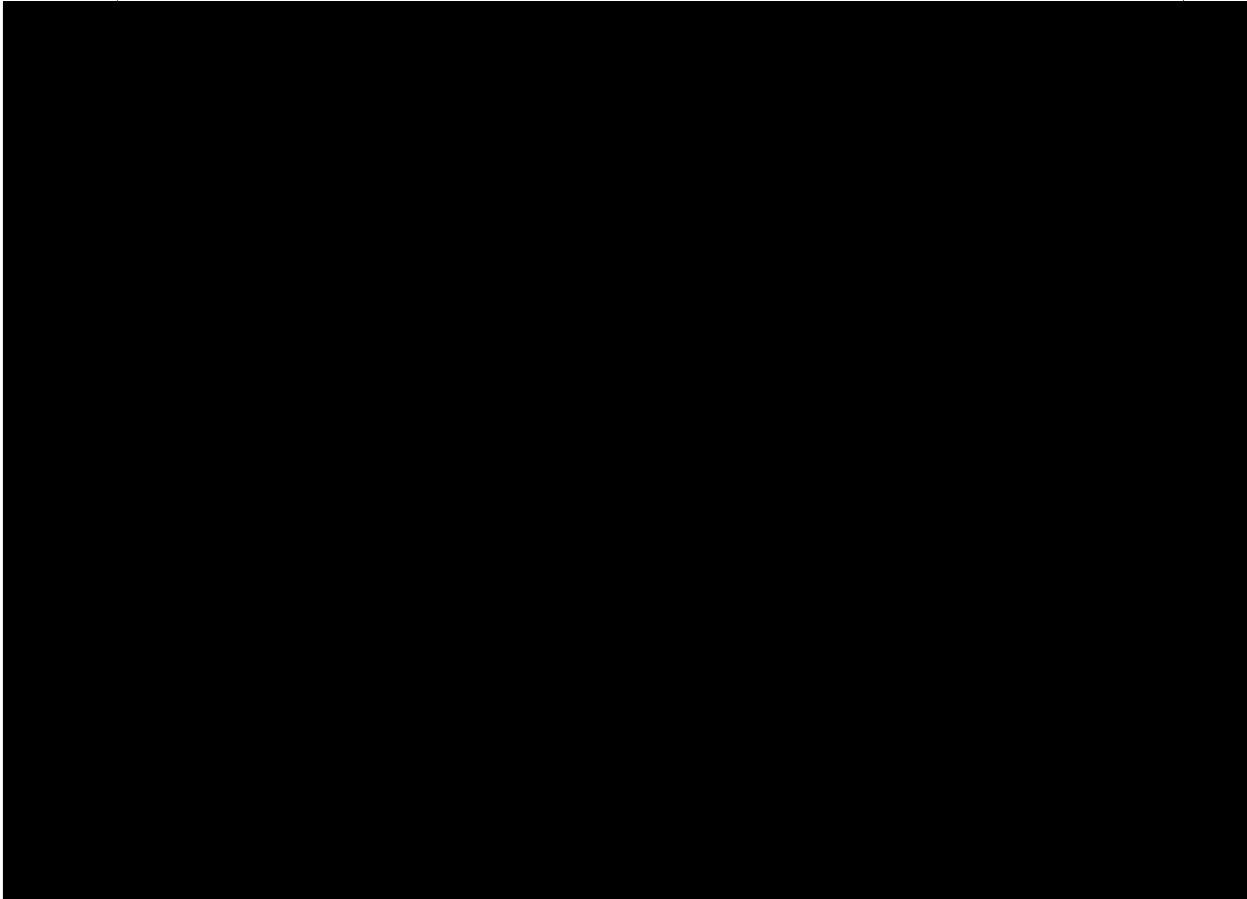
Gender



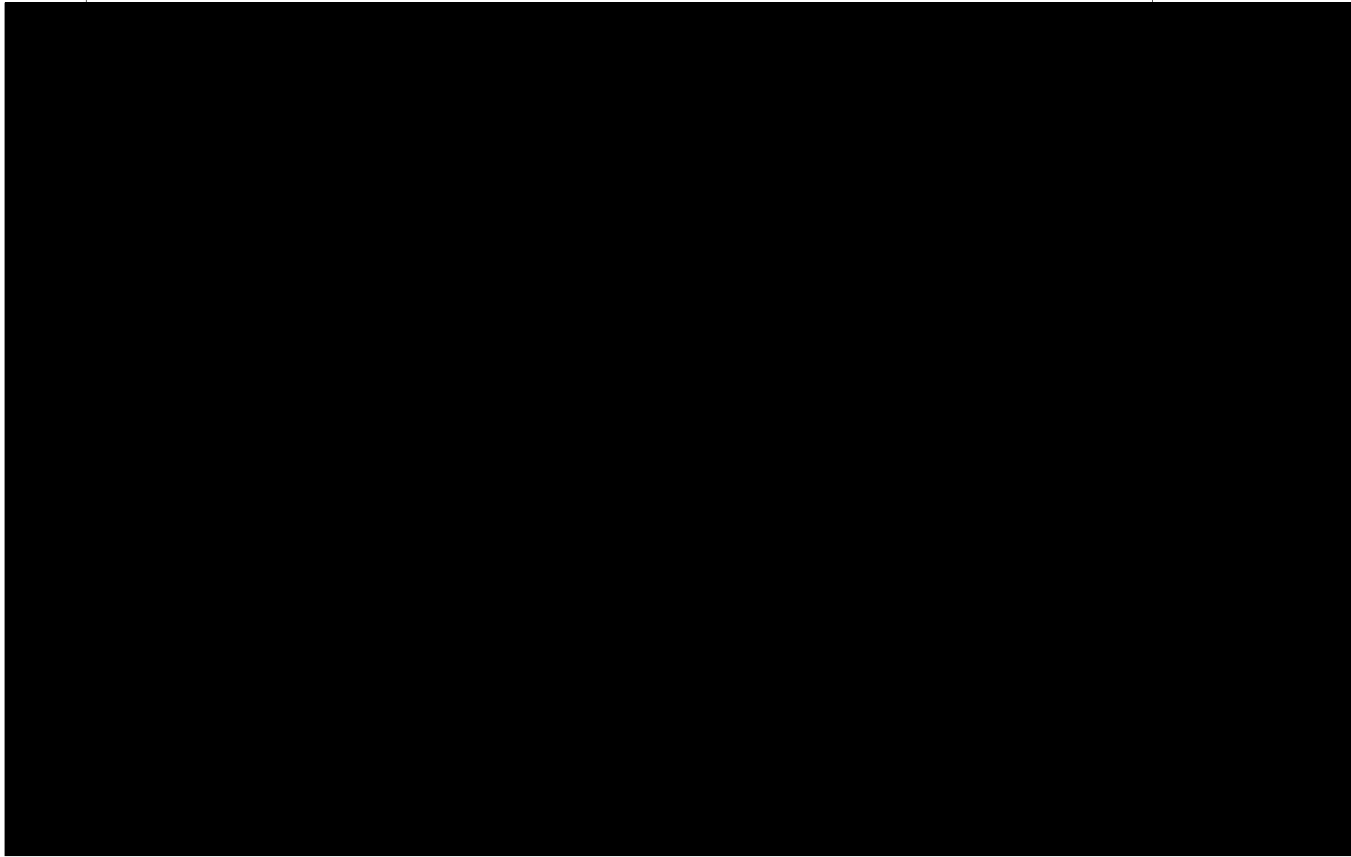
Gender



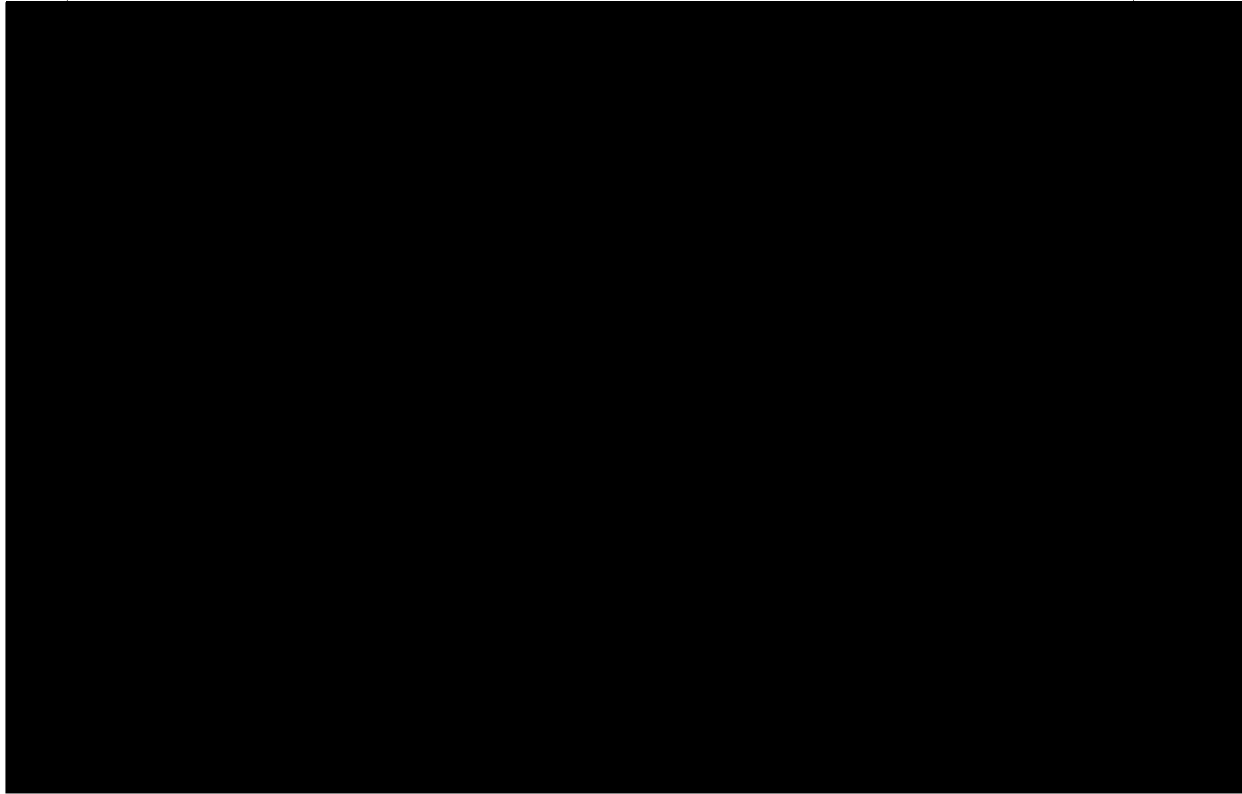
## Gender trends



Student status



Student status



## Detailed results

APPLE CONFIDENTIAL 104

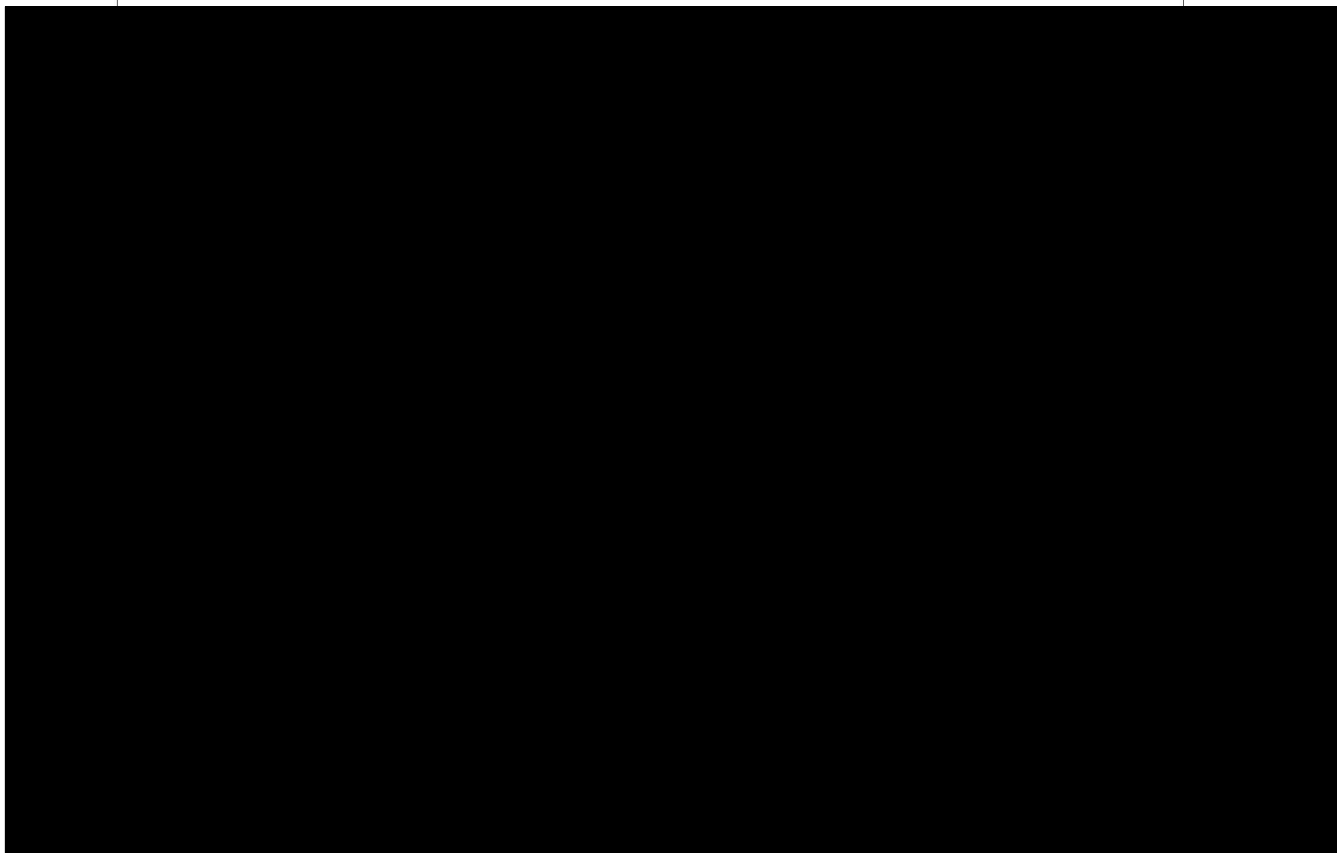
## Acquisition detailed results

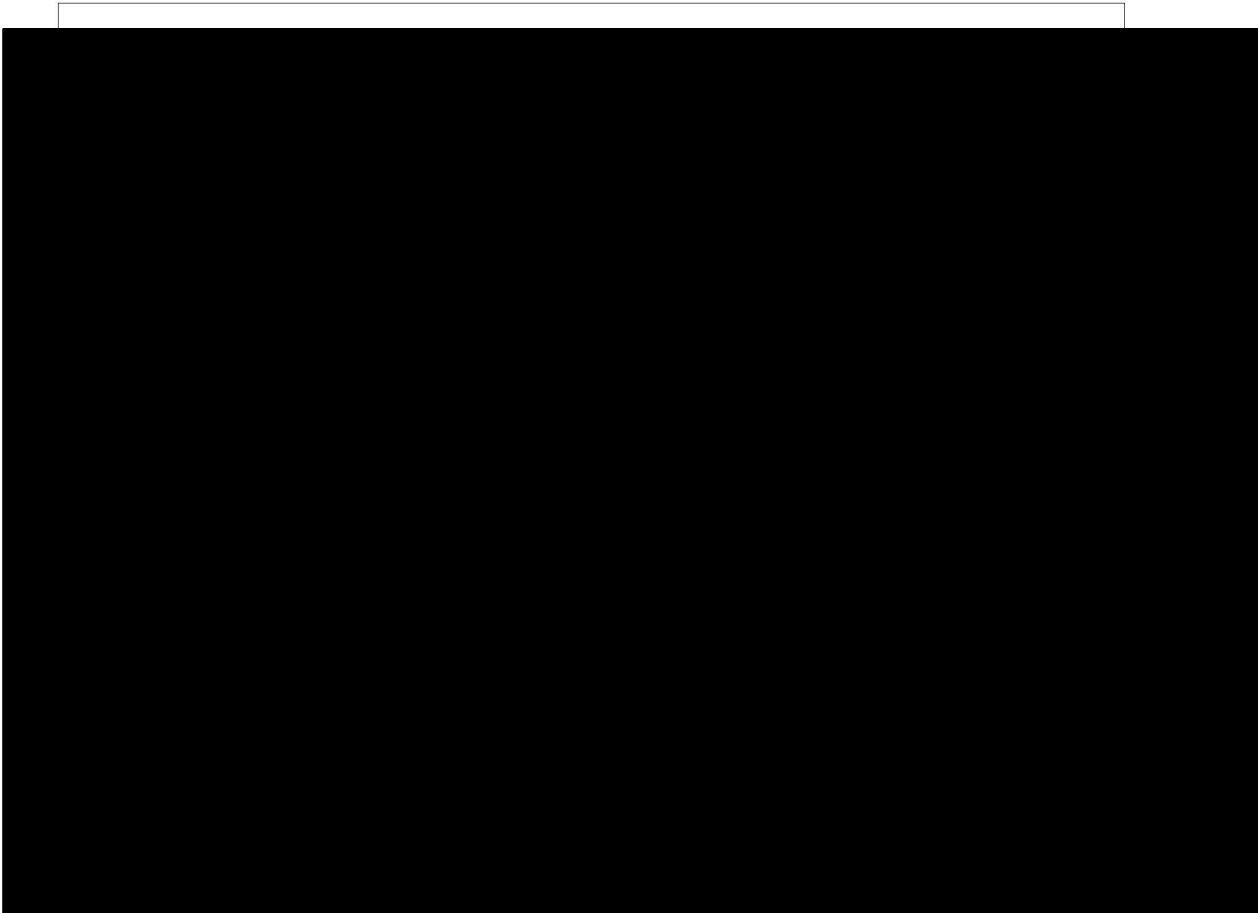
APPLE CONFIDENTIAL US

What iPhone X buyers would do if iPhone X wasn't available

APPLE CONFIDENTIAL 136

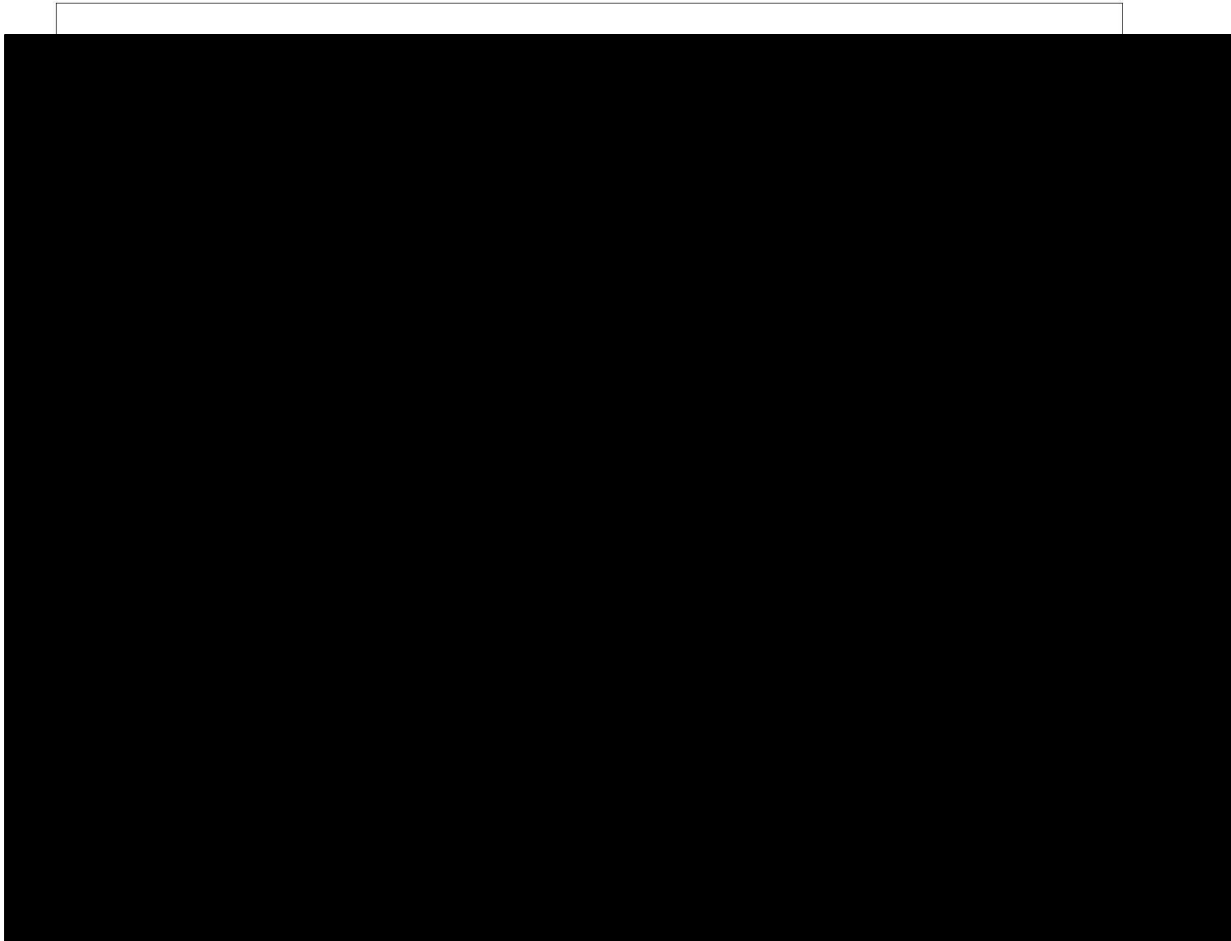


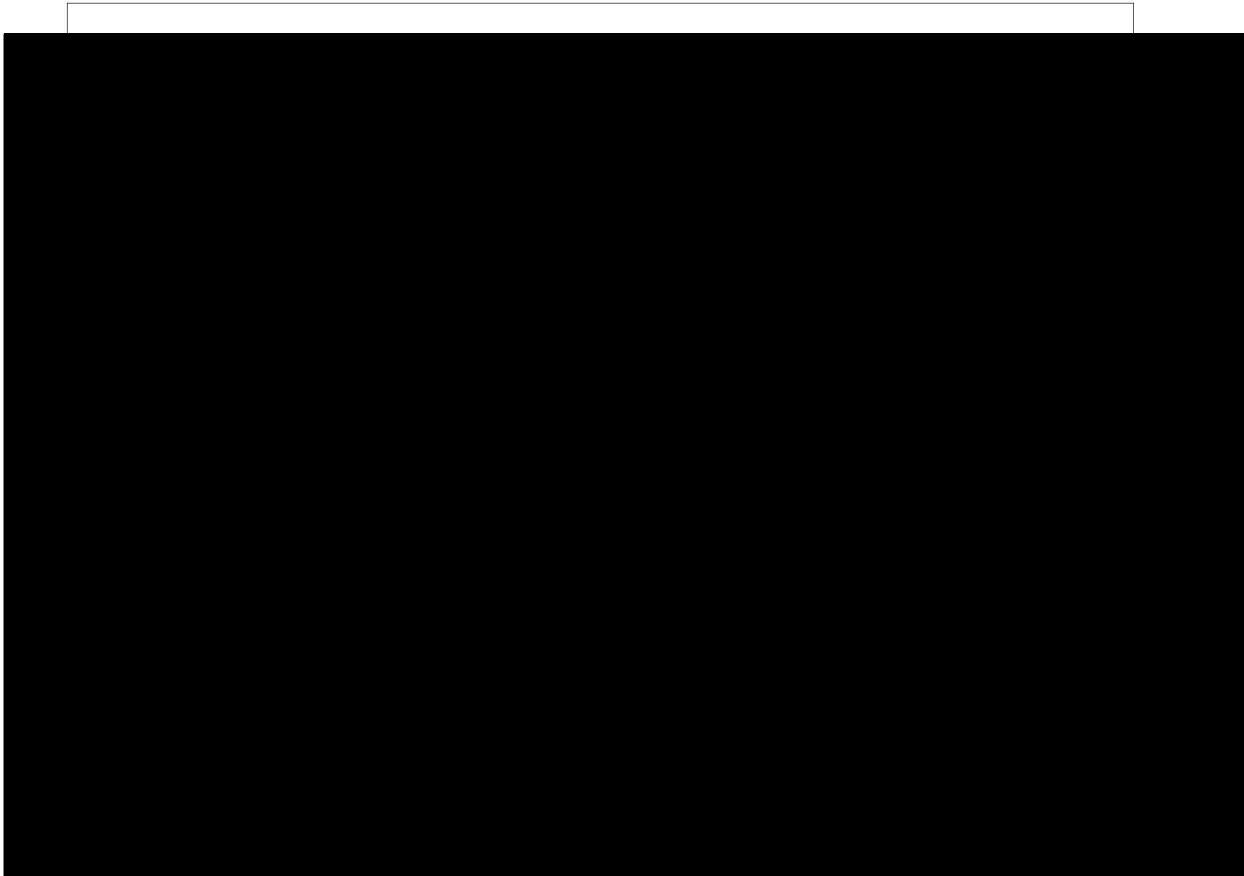




Action would have taken if gold finish not available at purchase

APPLE CONFIDENTIAL 139

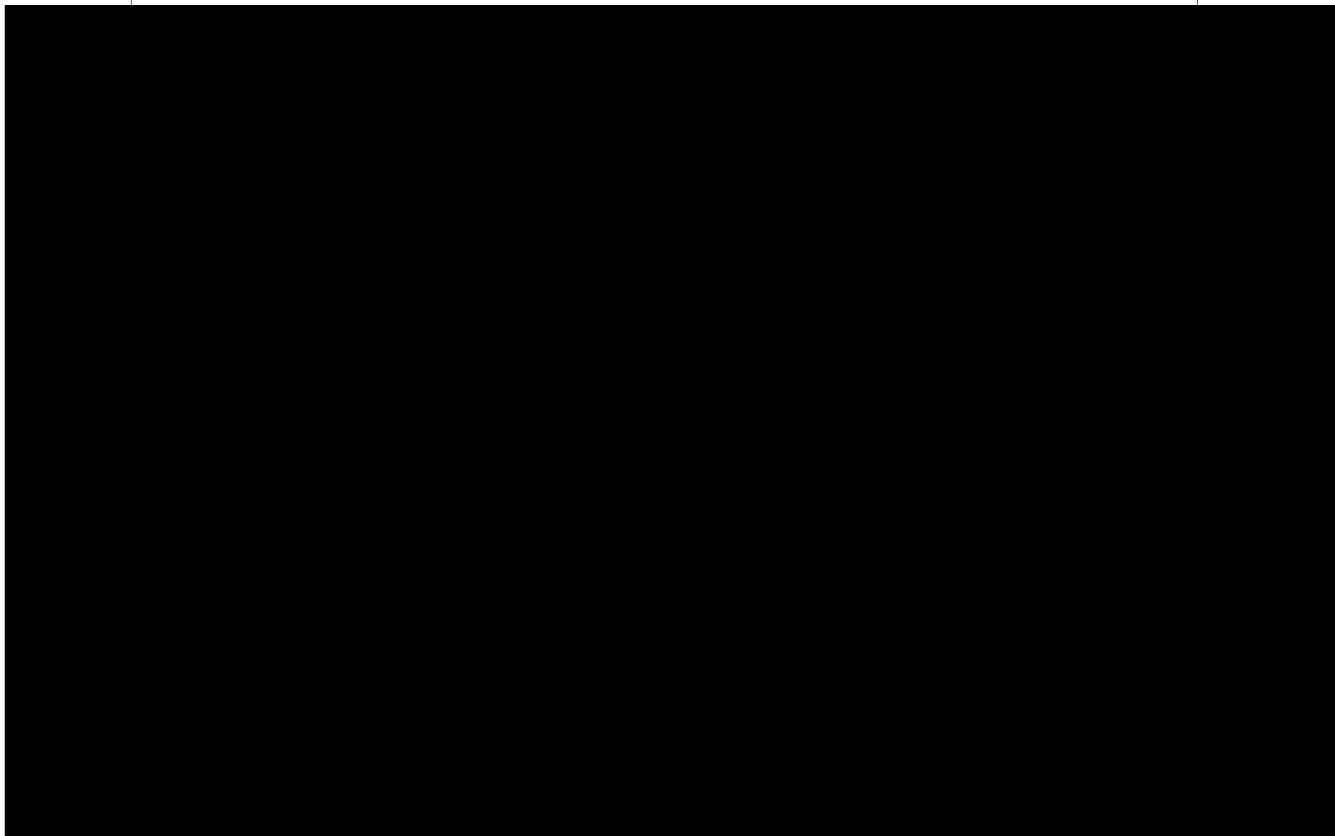




## Acquisition method

APPLE CONFIDENTIAL 142

Acquisition method

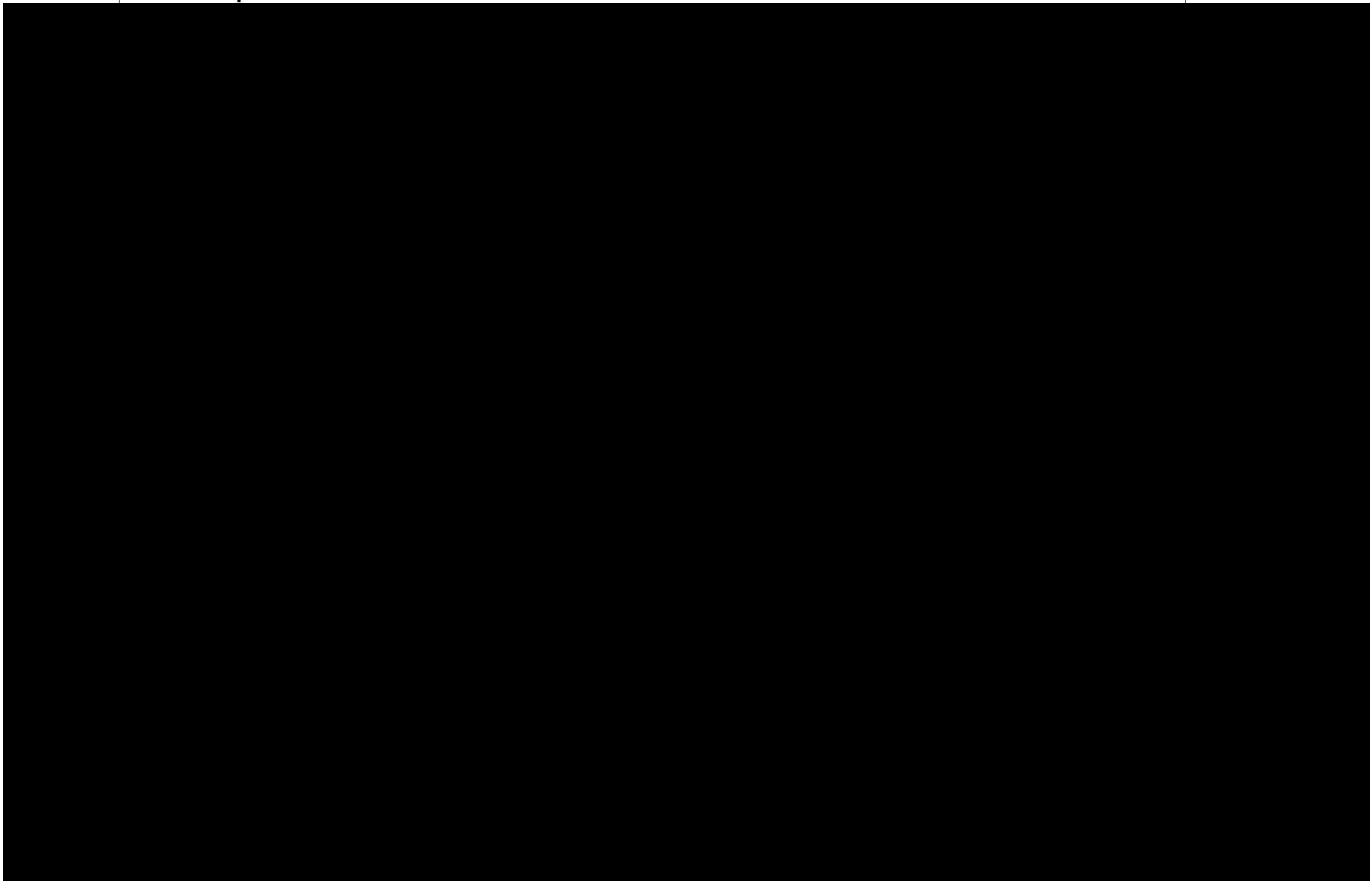


Acquisition method

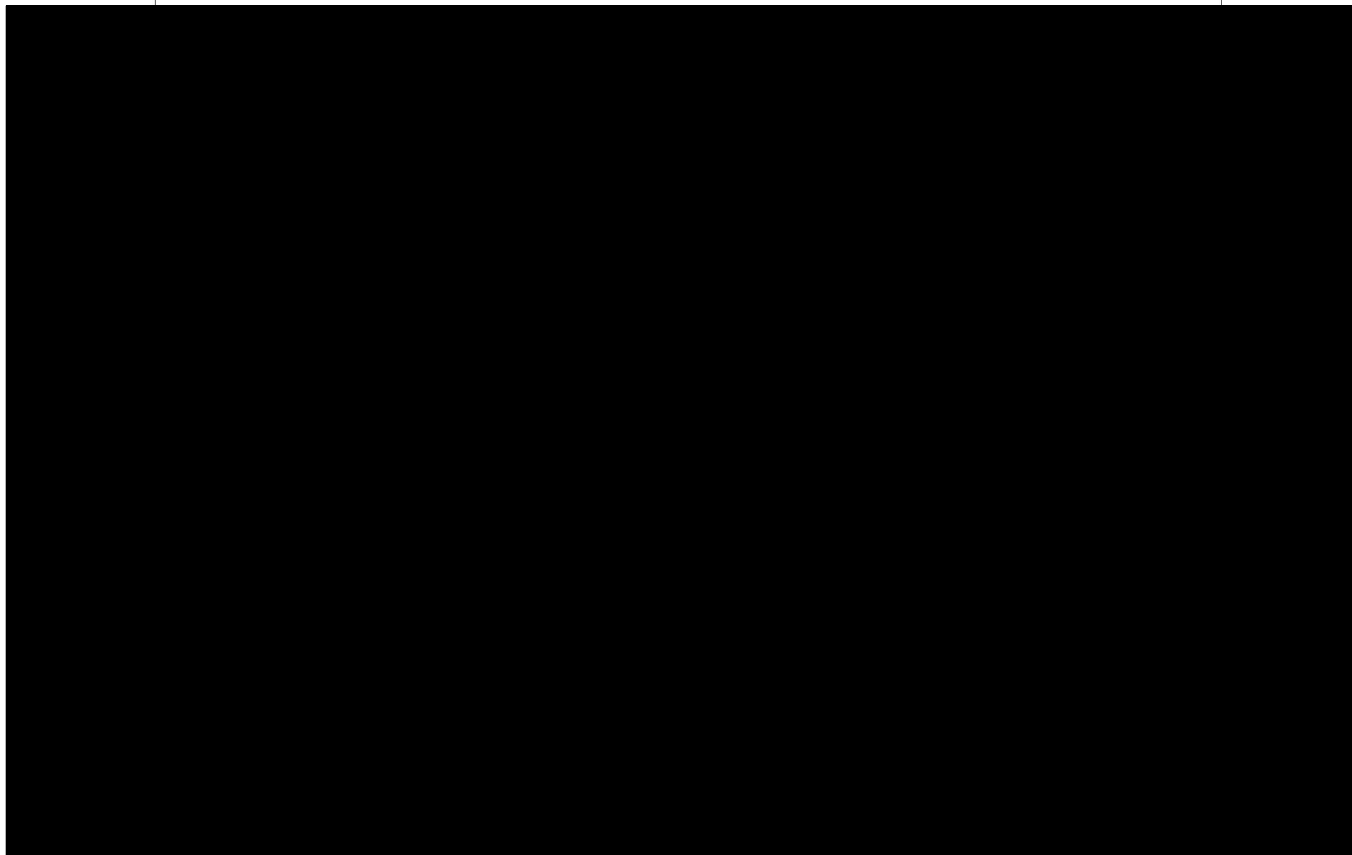




Acquisition method



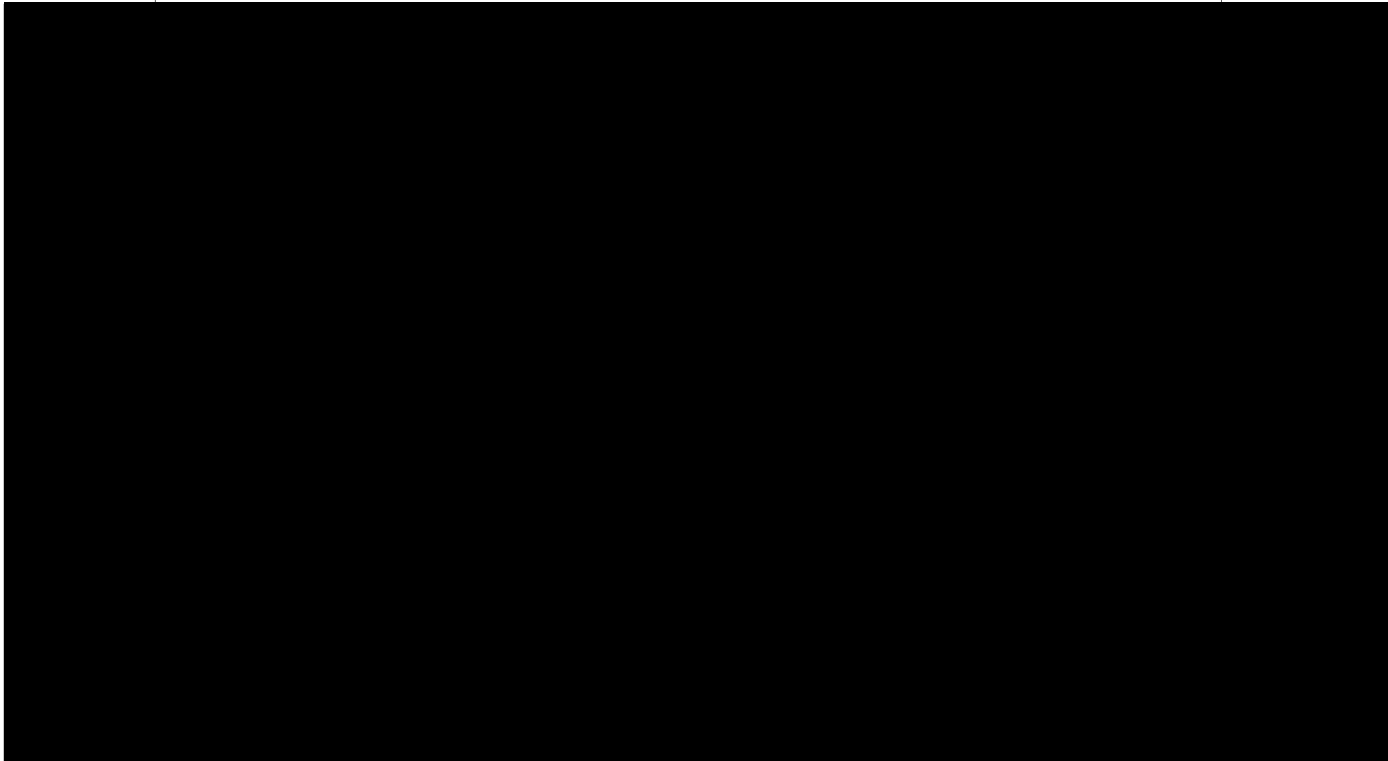
Acquisition method



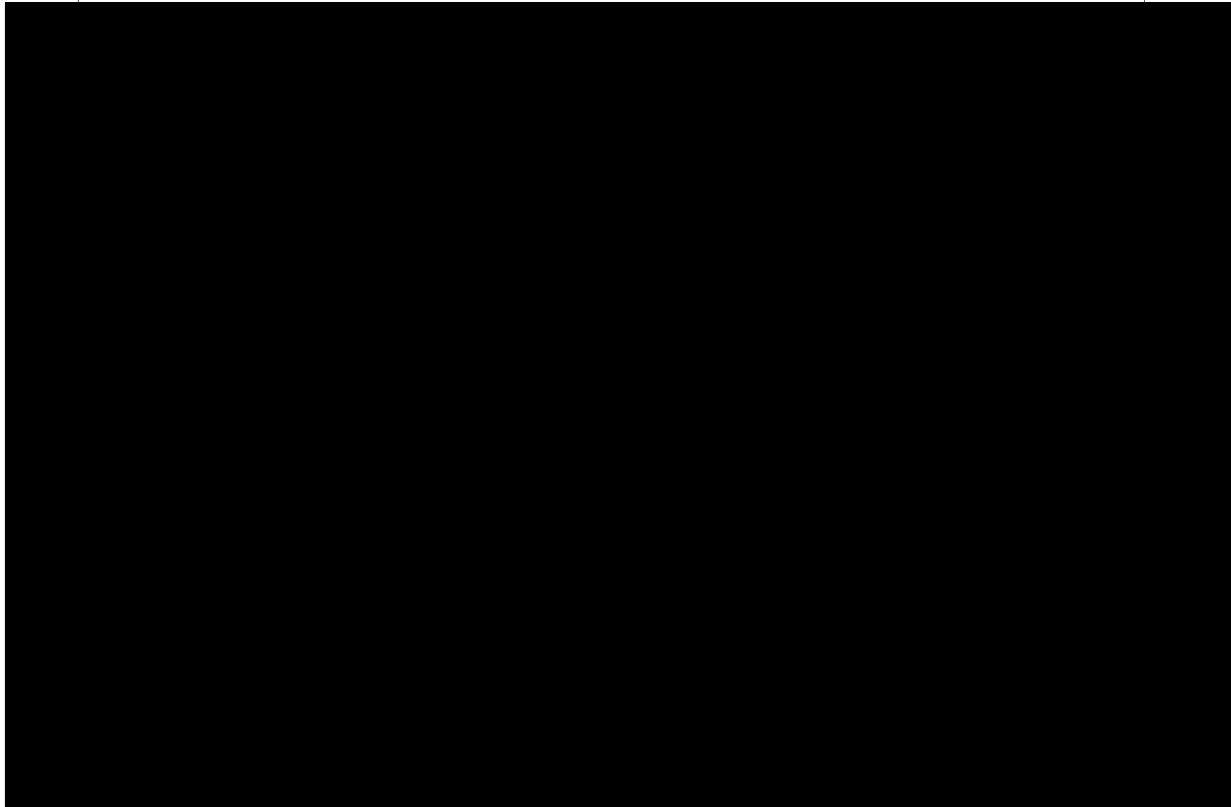
## Purchase triggers

APPLE CONFIDENTIAL 147

Purchase triggers



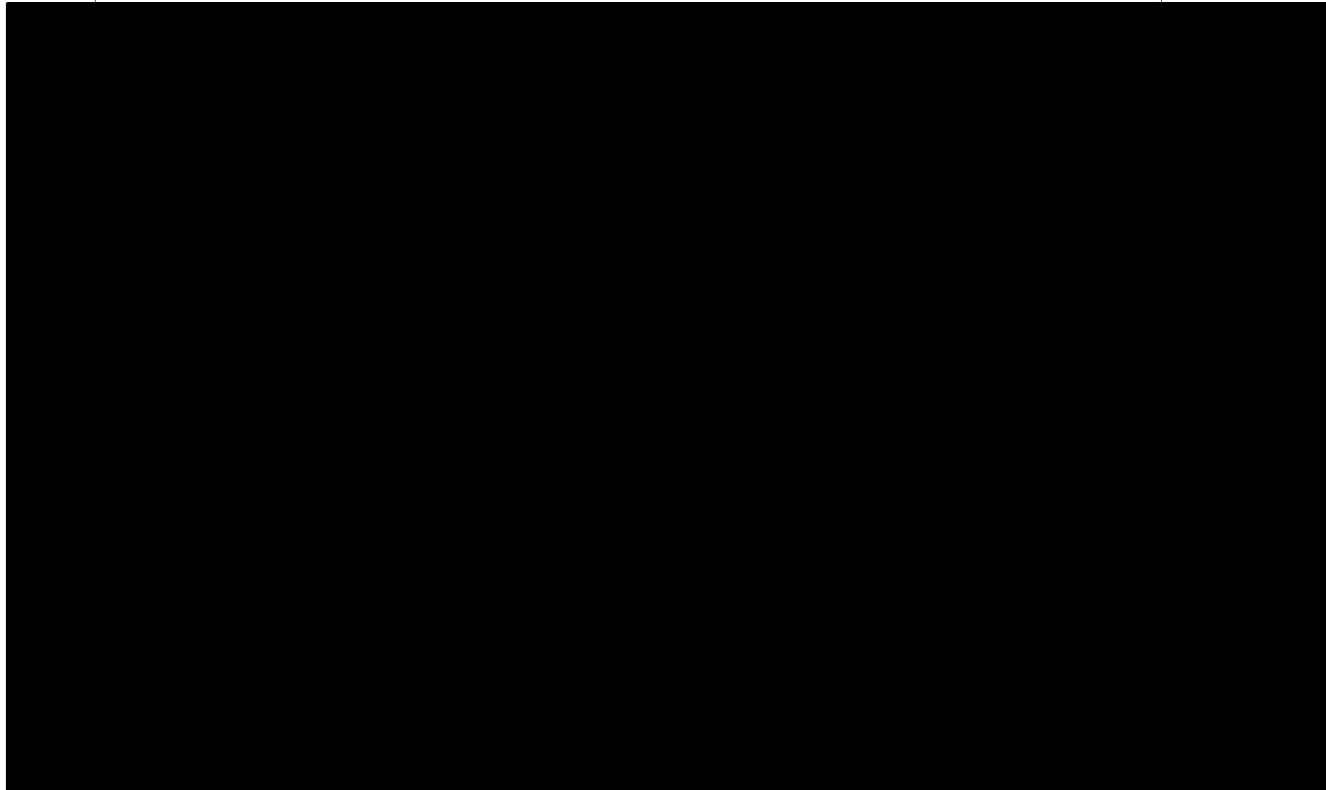
Reasons to replace old phone now



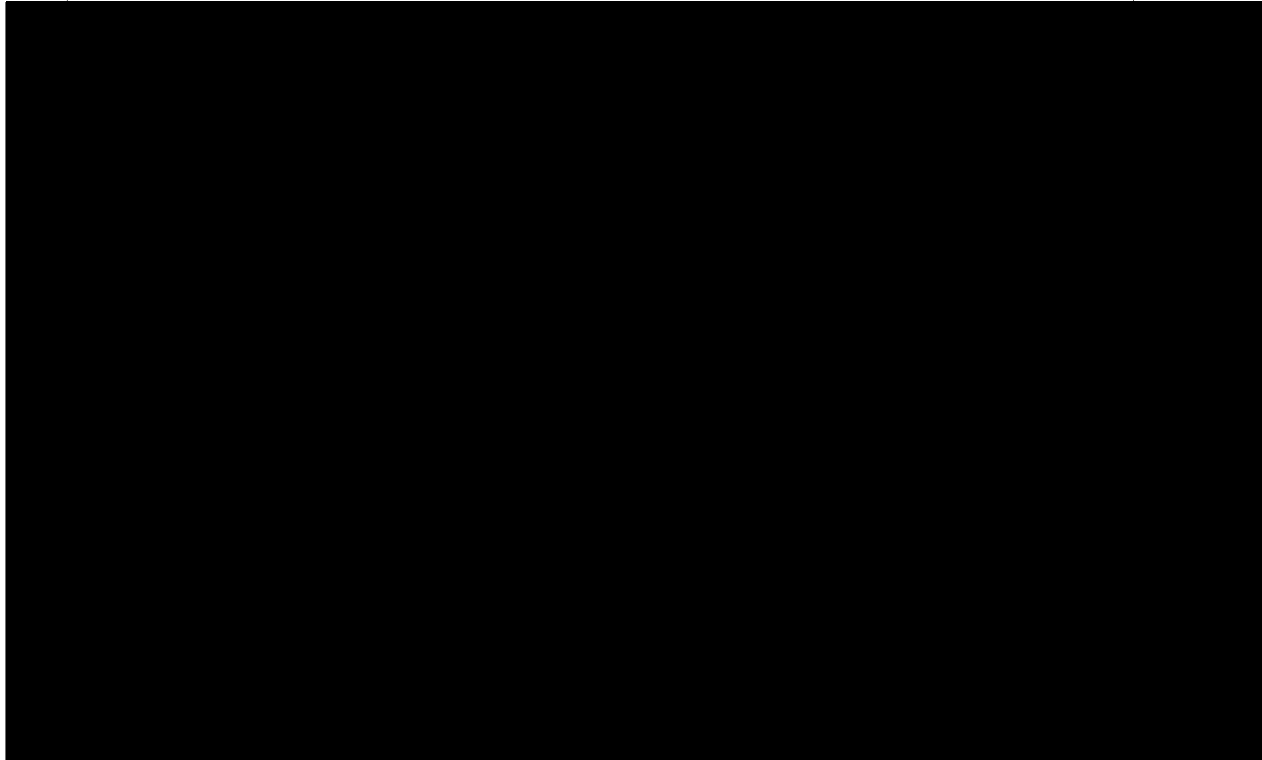
Purchase triggers



Reasons to replace old phone now

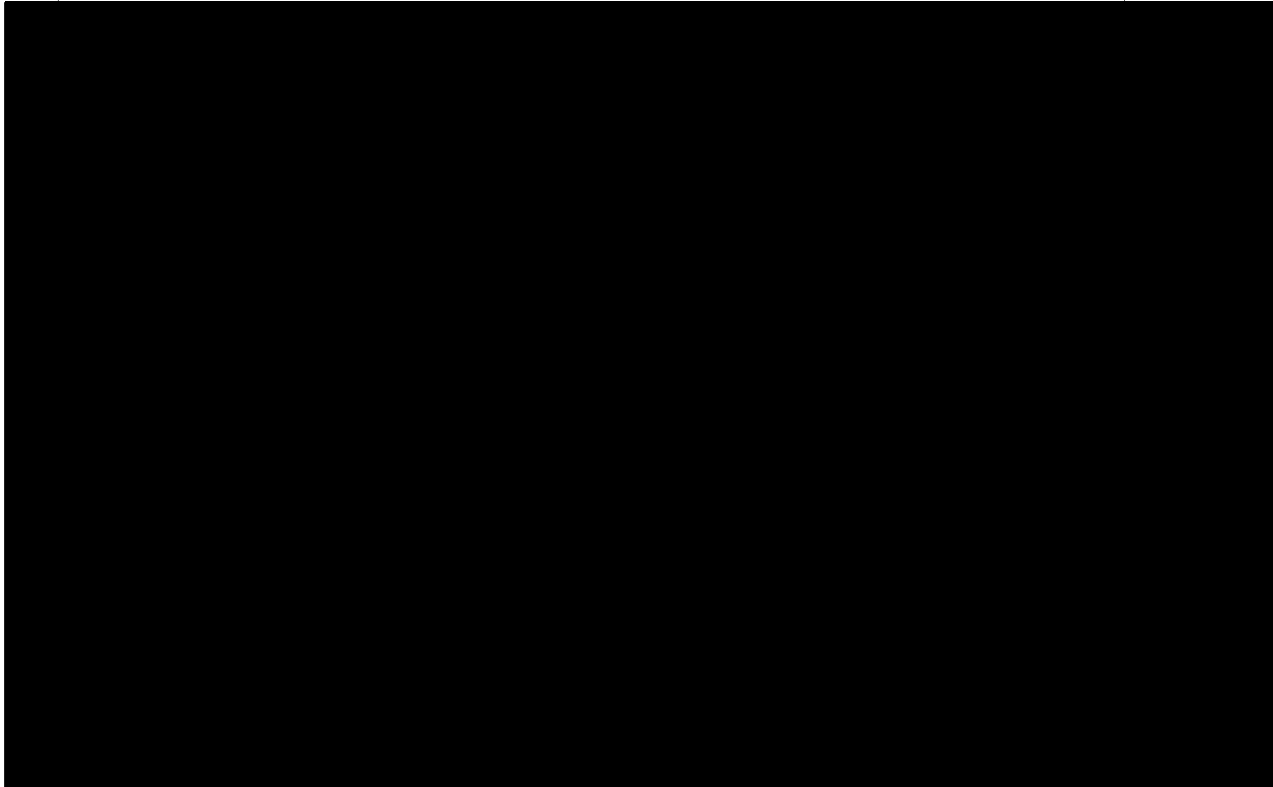


Purchase triggers

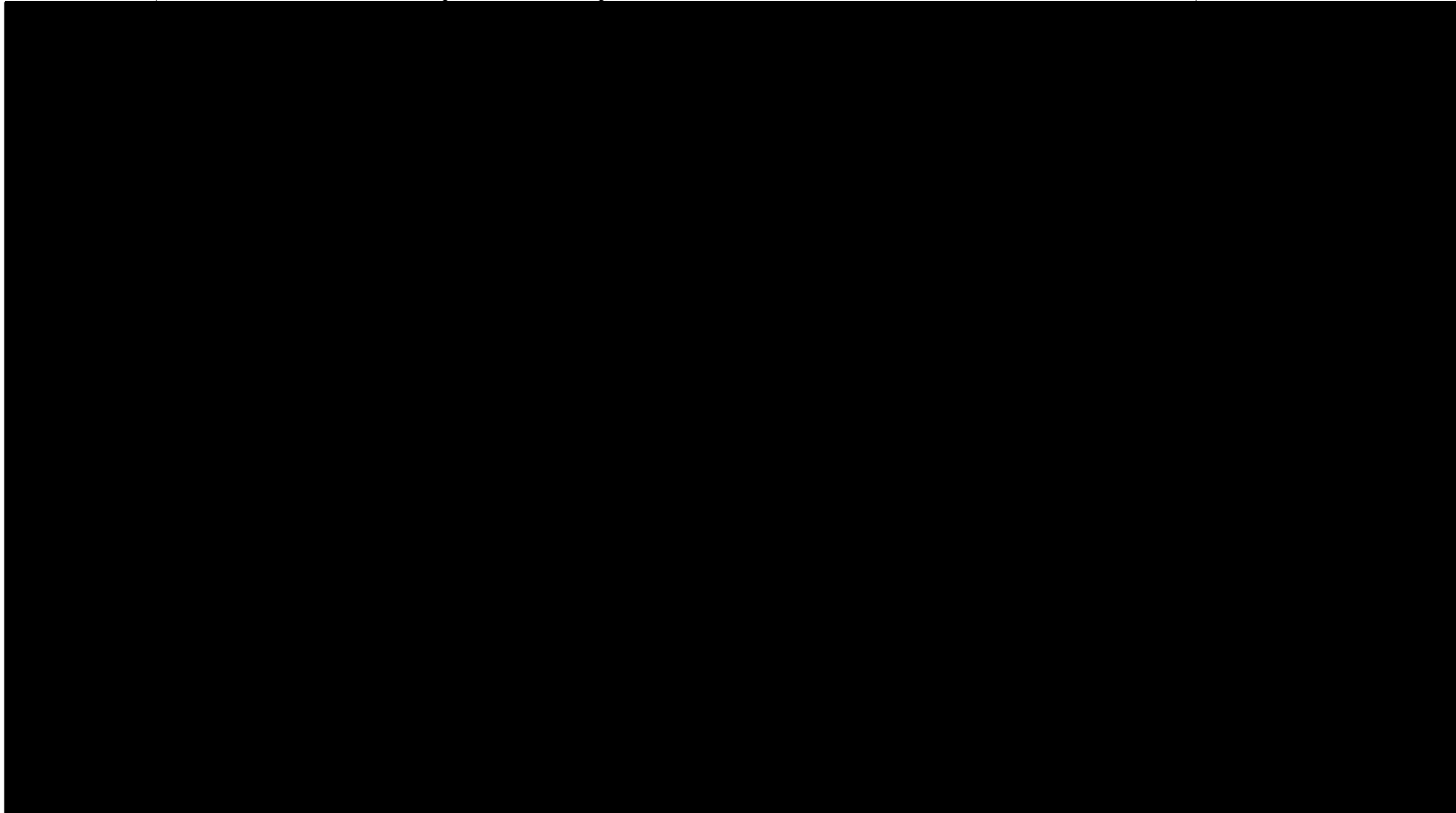




Reasons to replace old phone now



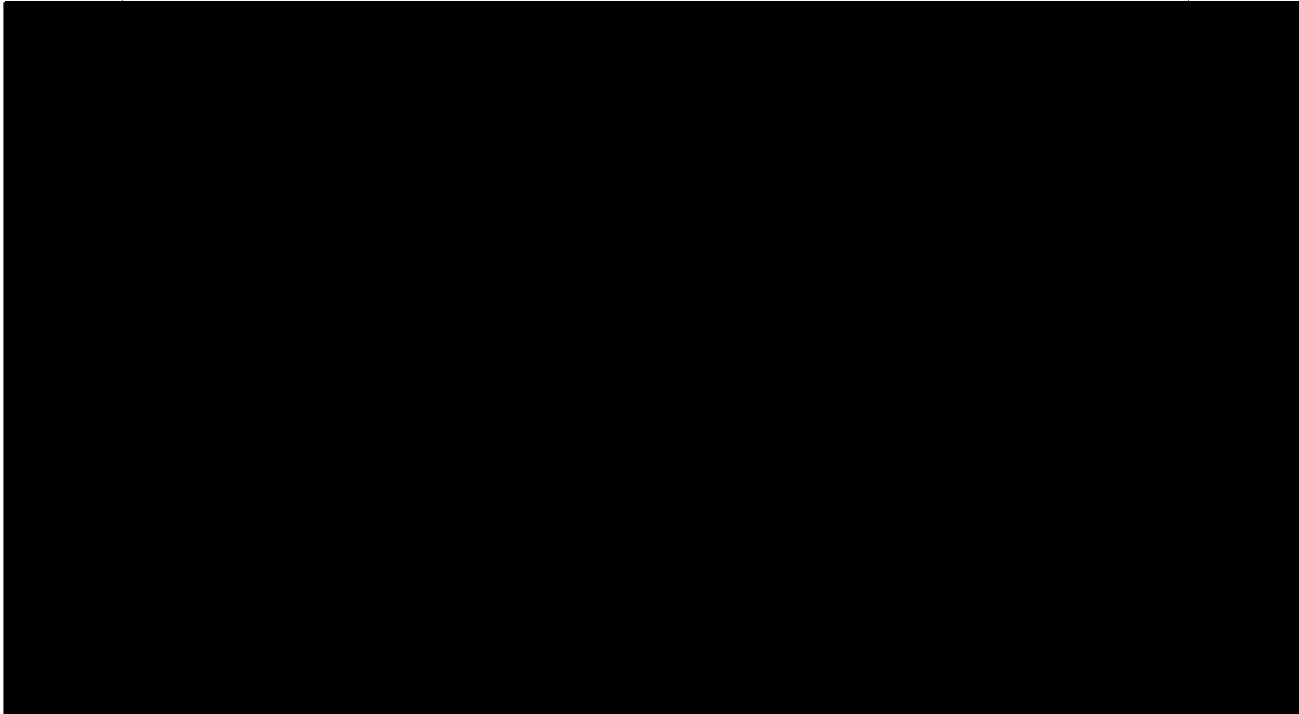
Reasons to replace old phone now



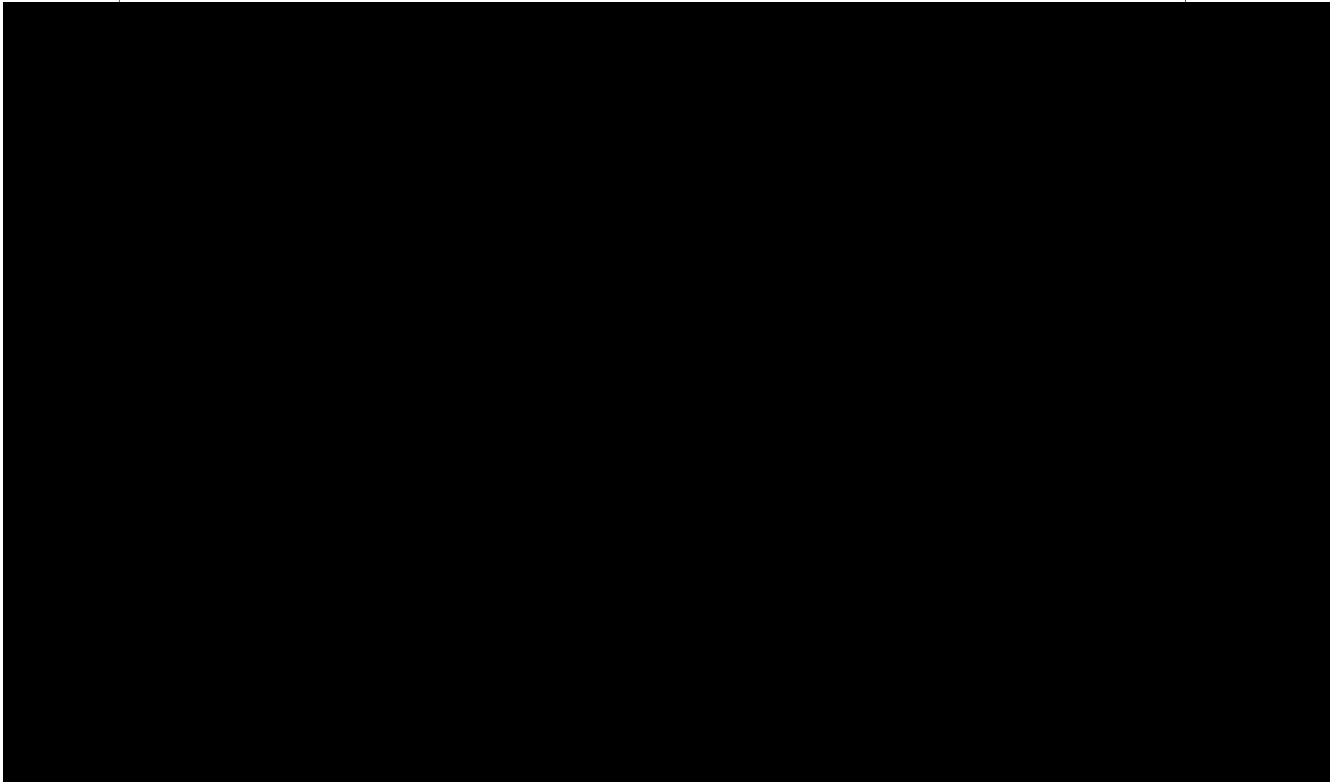
# Replacement Frequency

APPLE CONFIDENTIAL 155

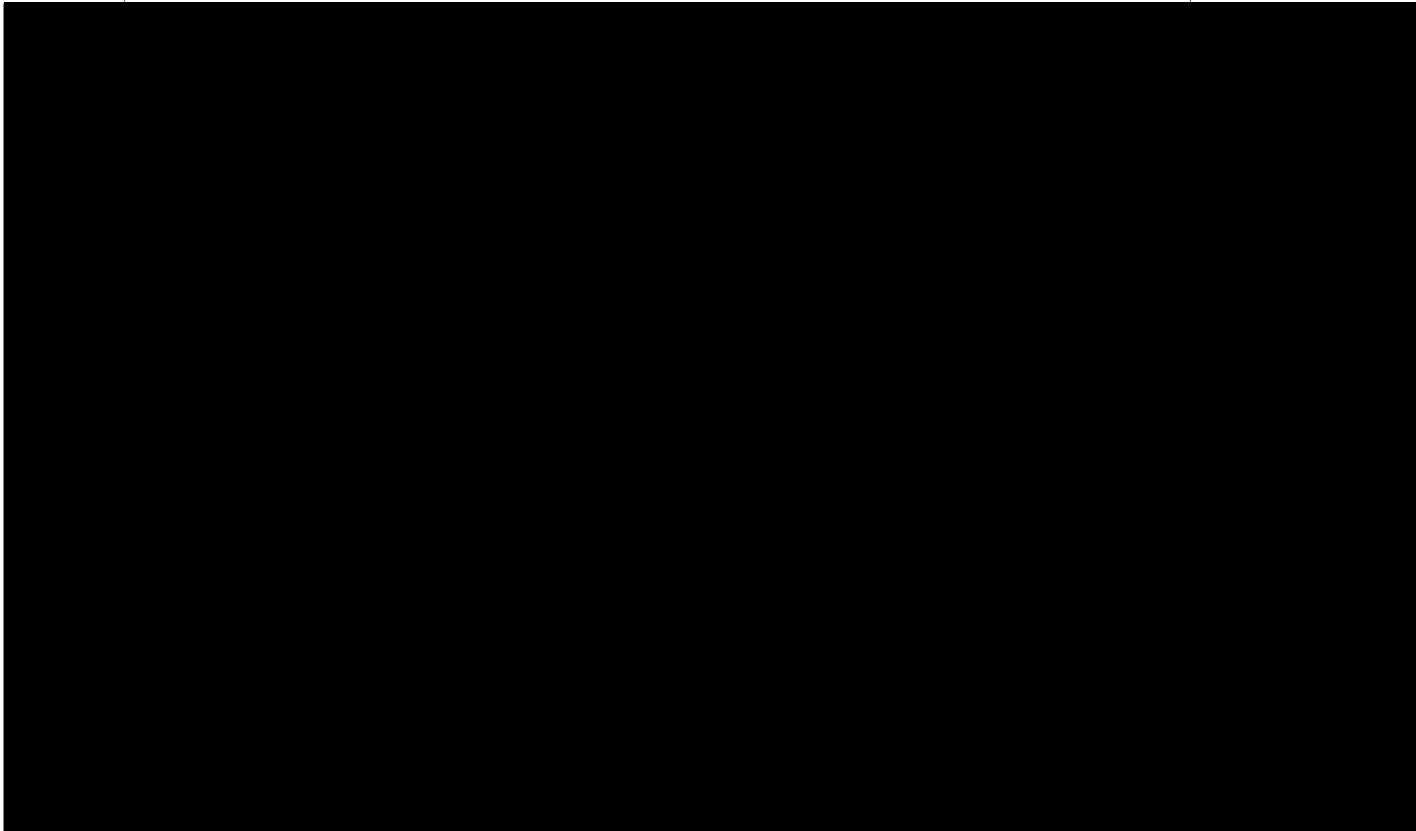
Frequency of replacing smartphone



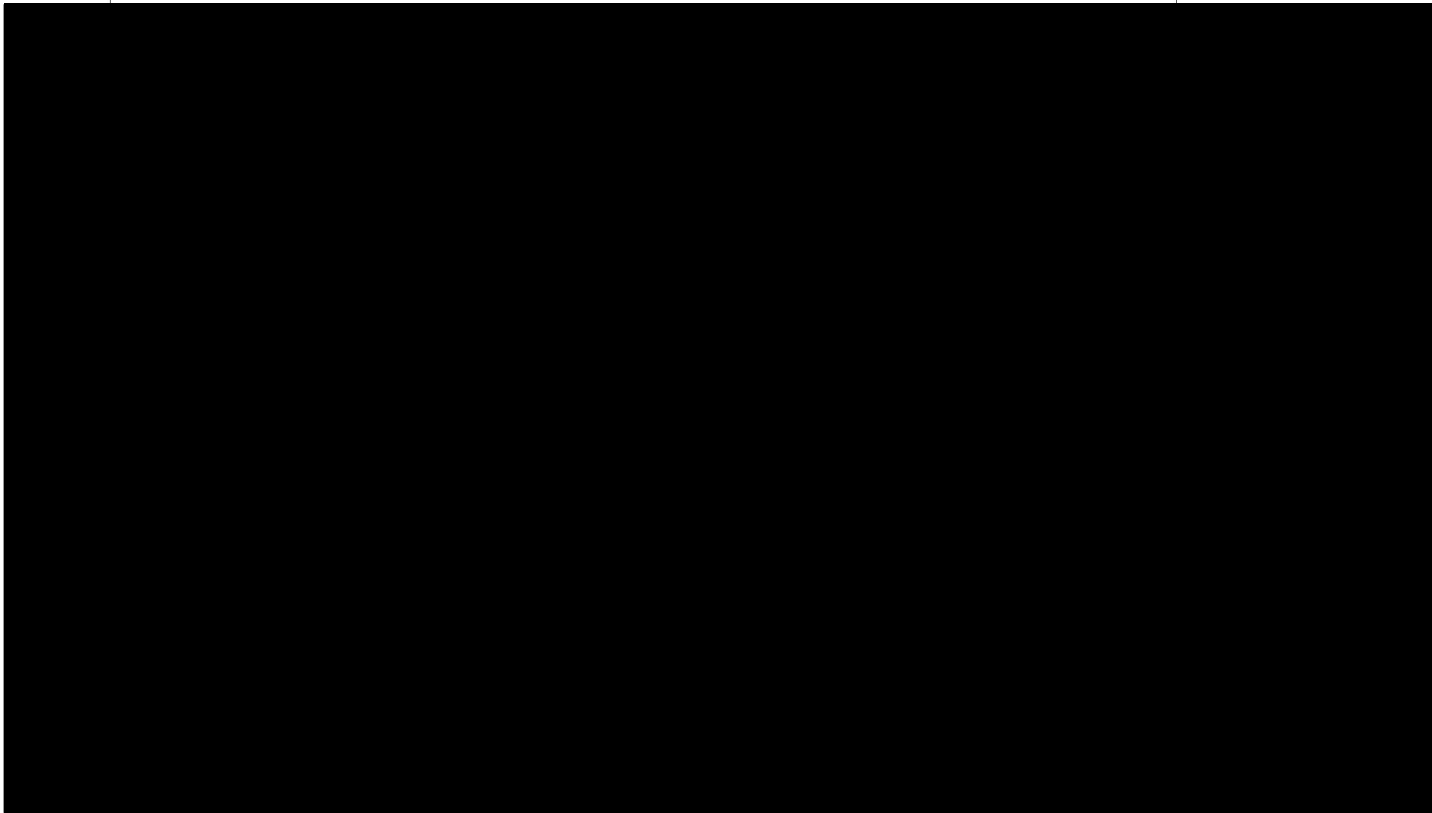
Frequency of replacing smartphone



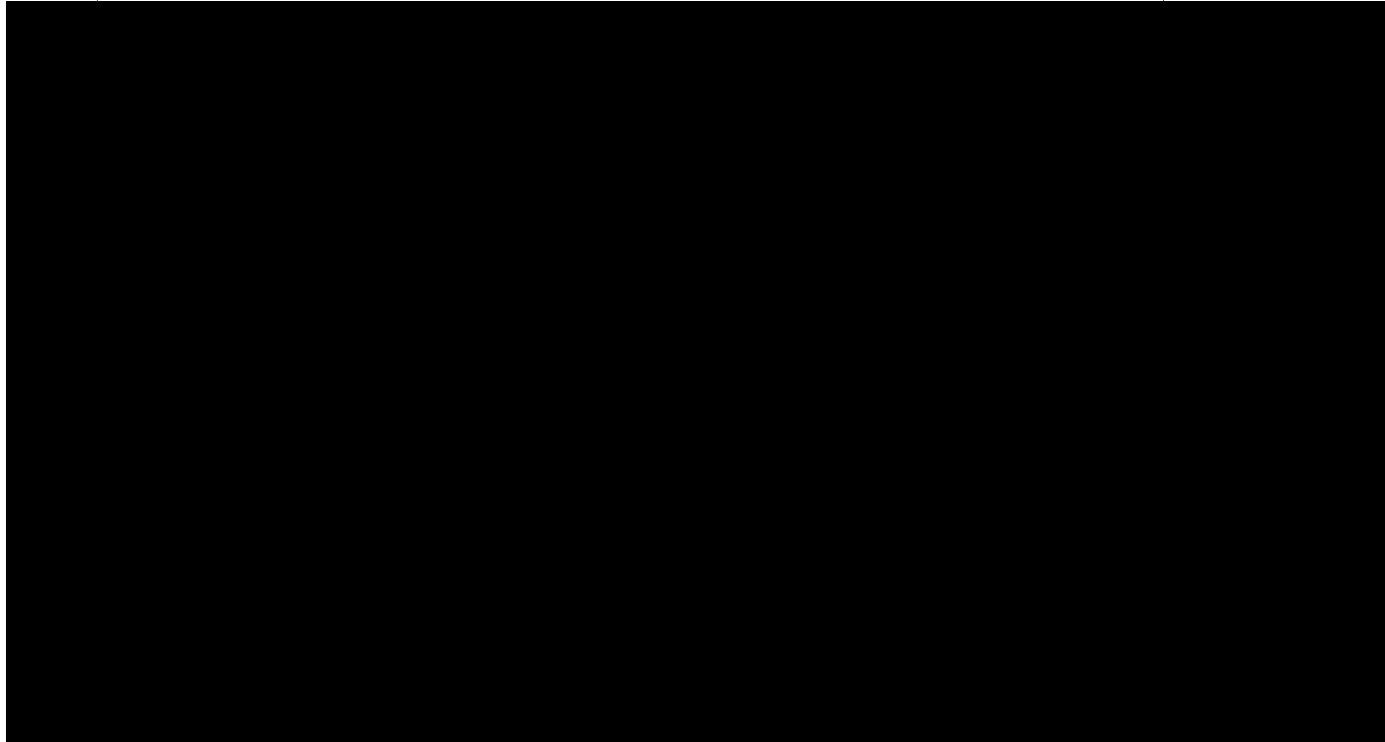
## Frequency of replacing smartphone



Frequency of replacing smartphone



Frequency of replacing smartphone

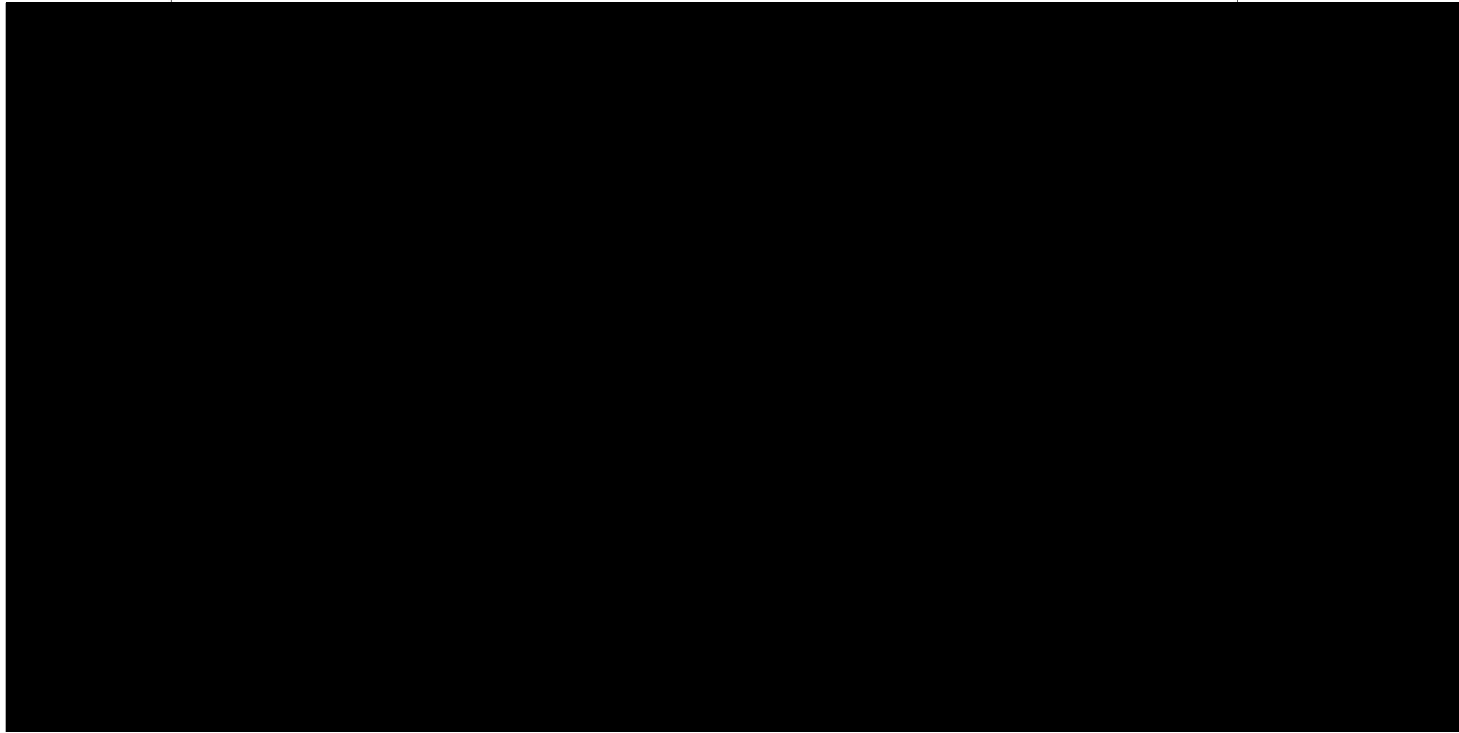




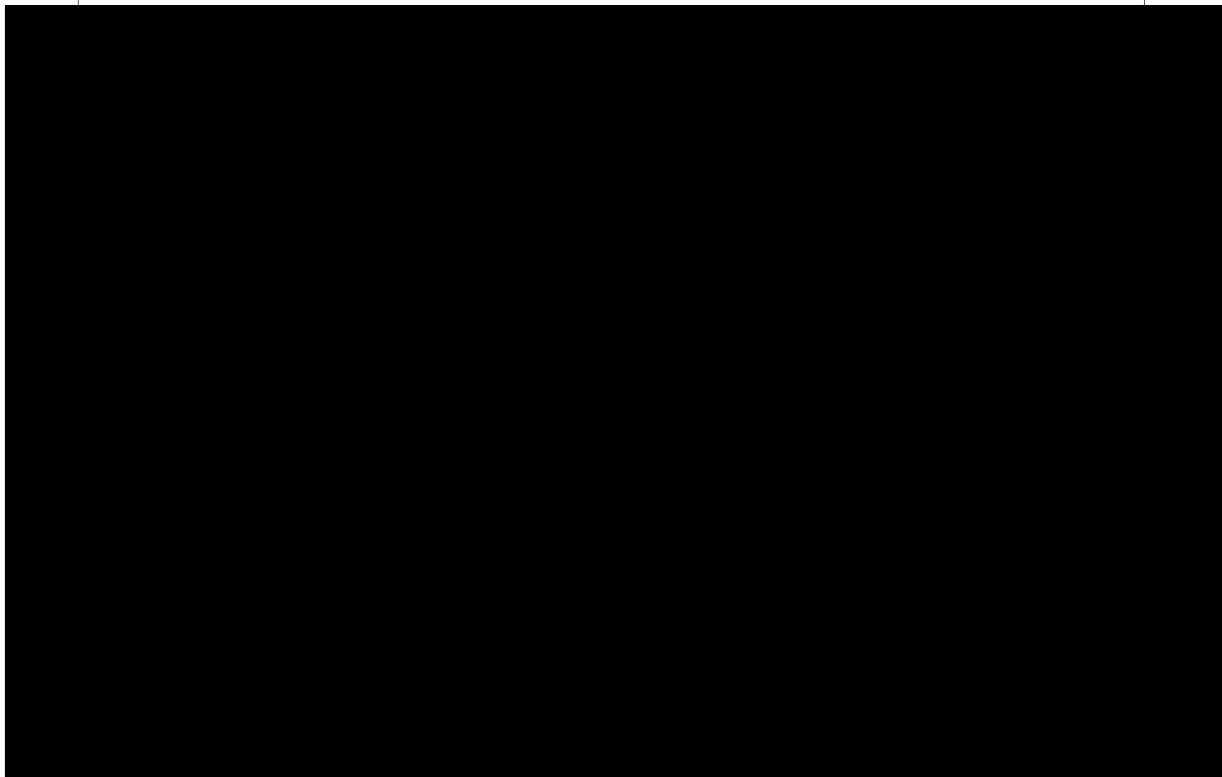
## Importance of iPhone features in purchase decision

APPLE CONFIDENTIAL 161

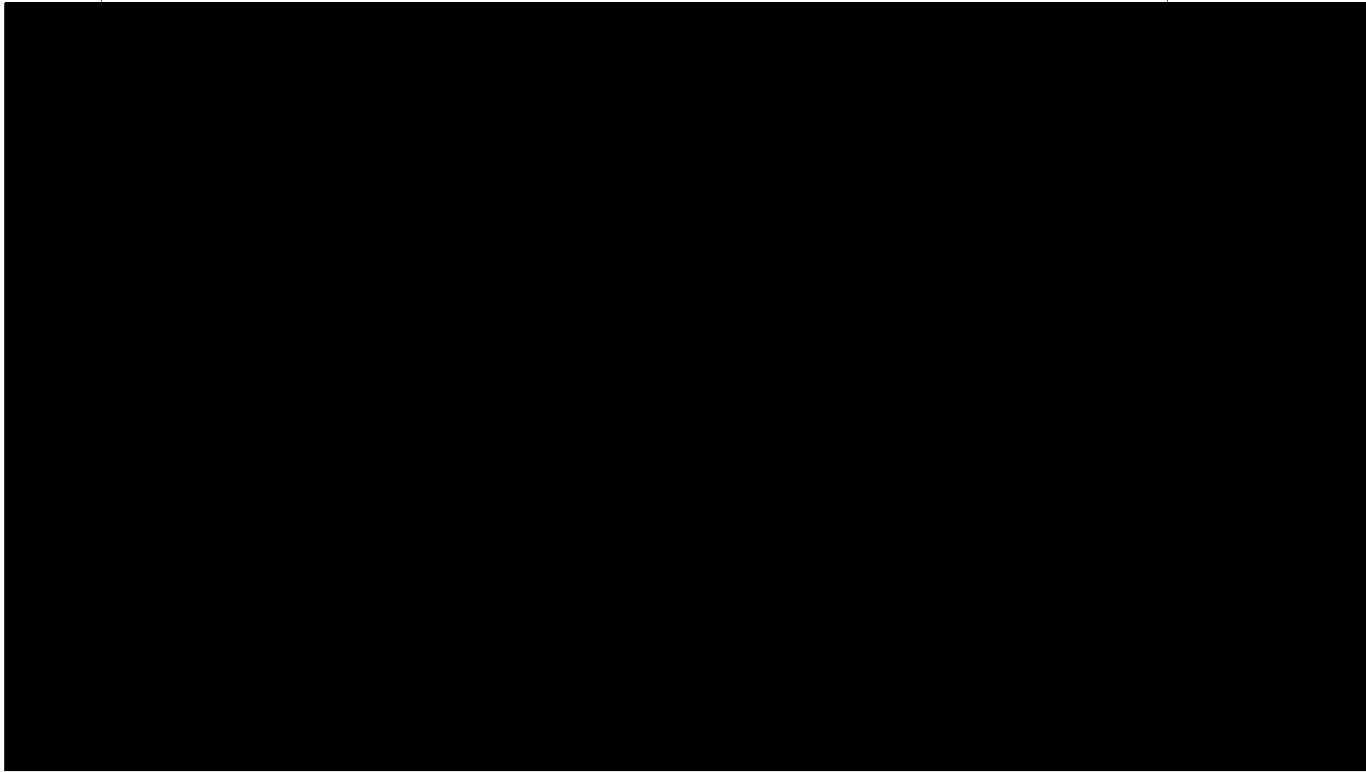
## Importance of iPhone features in purchase decision



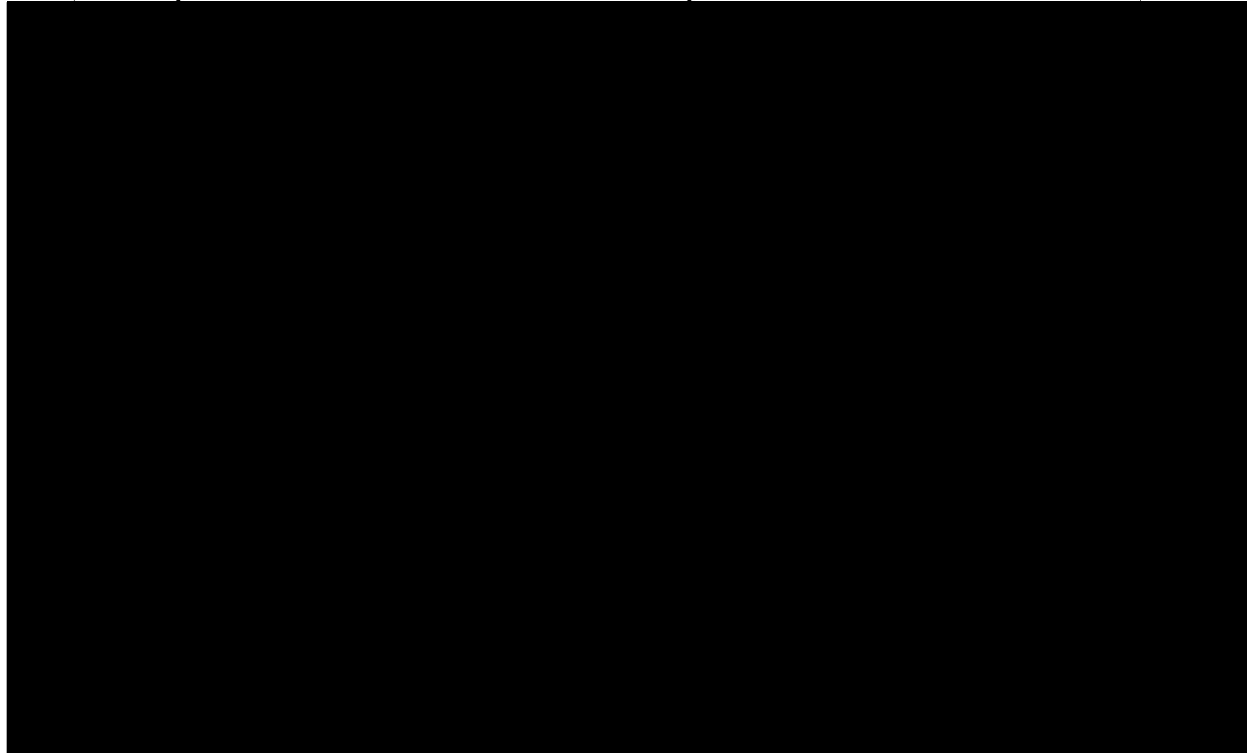
## Importance of iPhone features in purchase decision



## Importance of iPhone features in purchase decision



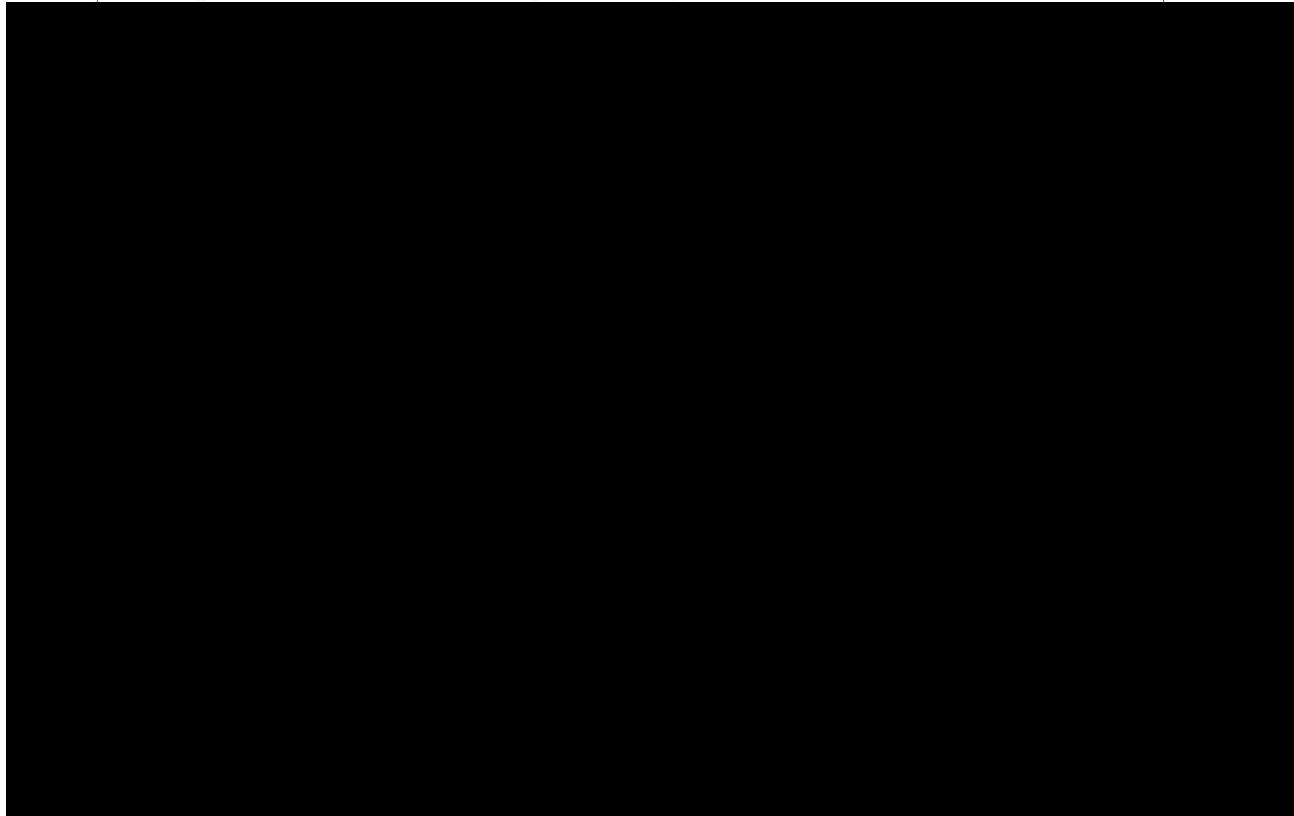
## Importance of iPhone features in purchase decision



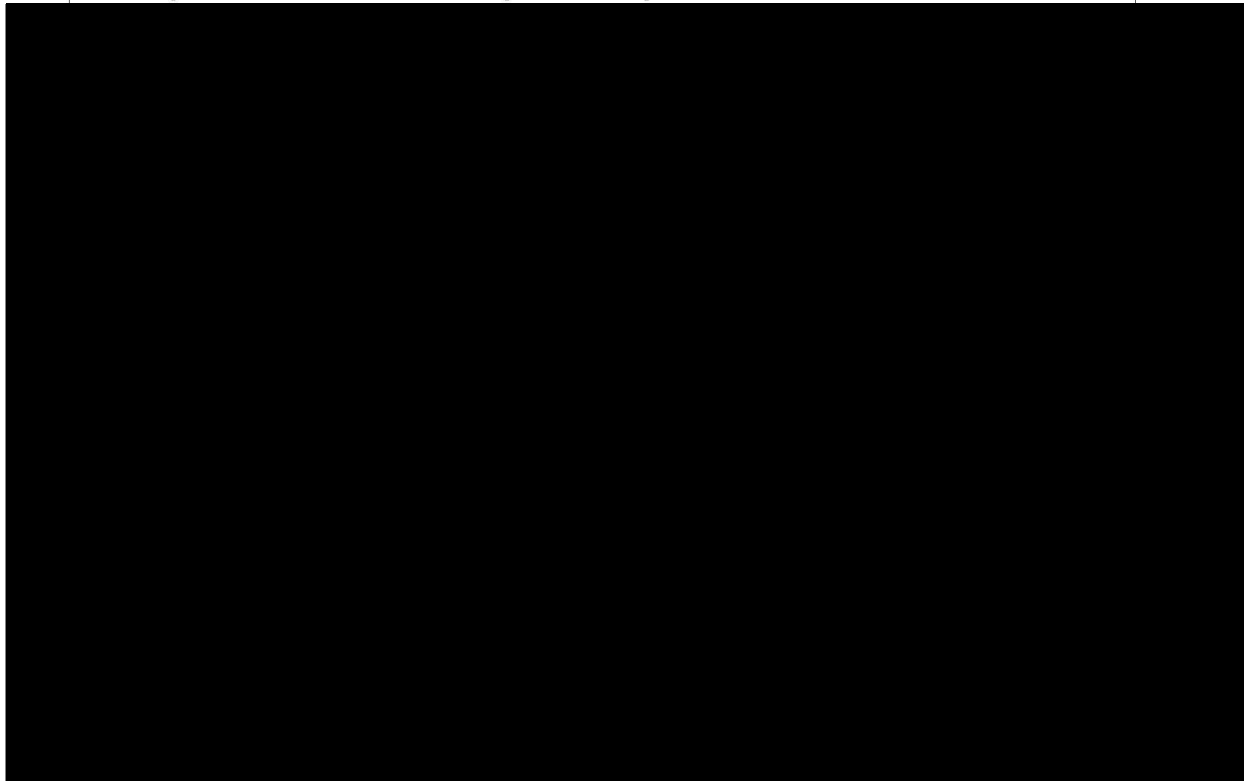
## Importance of other aspects in purchase decision

APPLE CONFIDENTIAL 166

Importance of other aspects in purchase decision

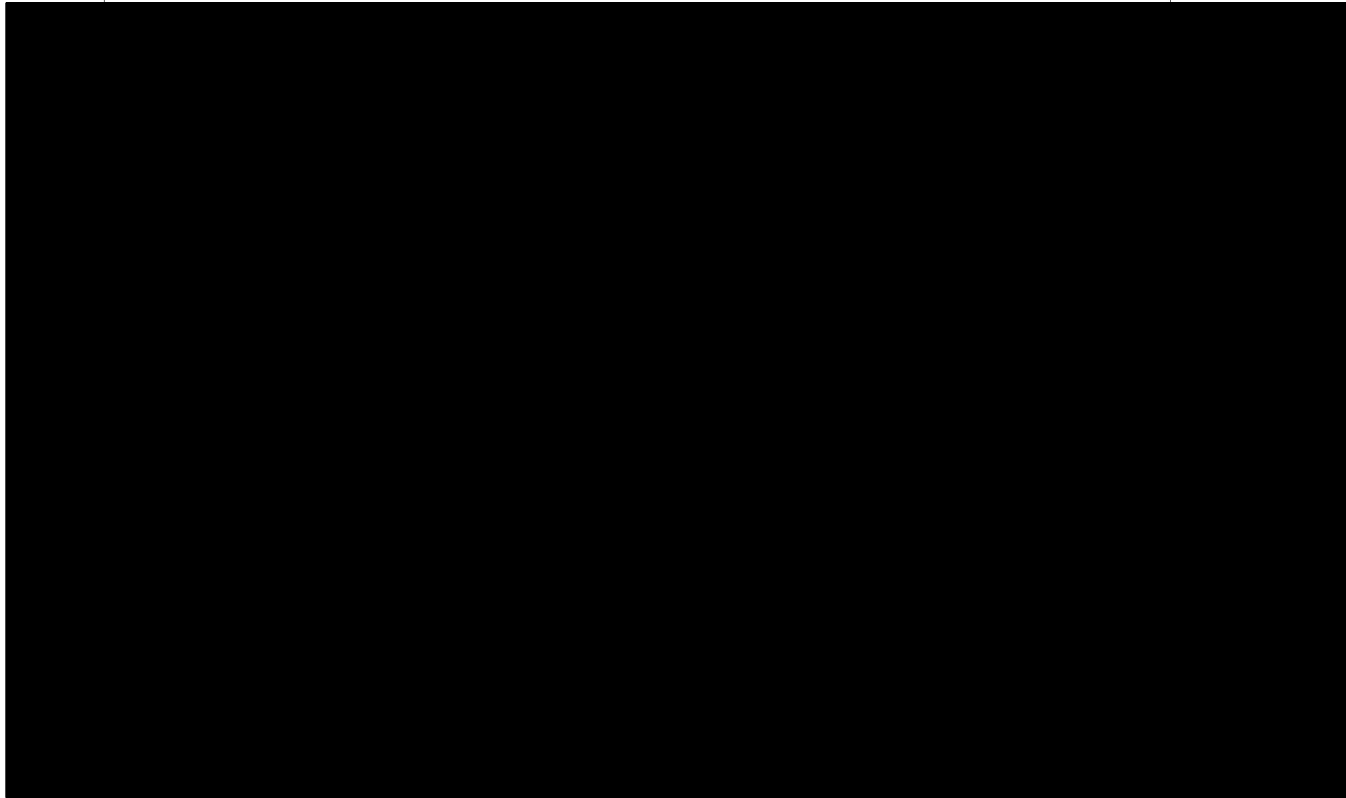


Importance of other aspects in purchase decision

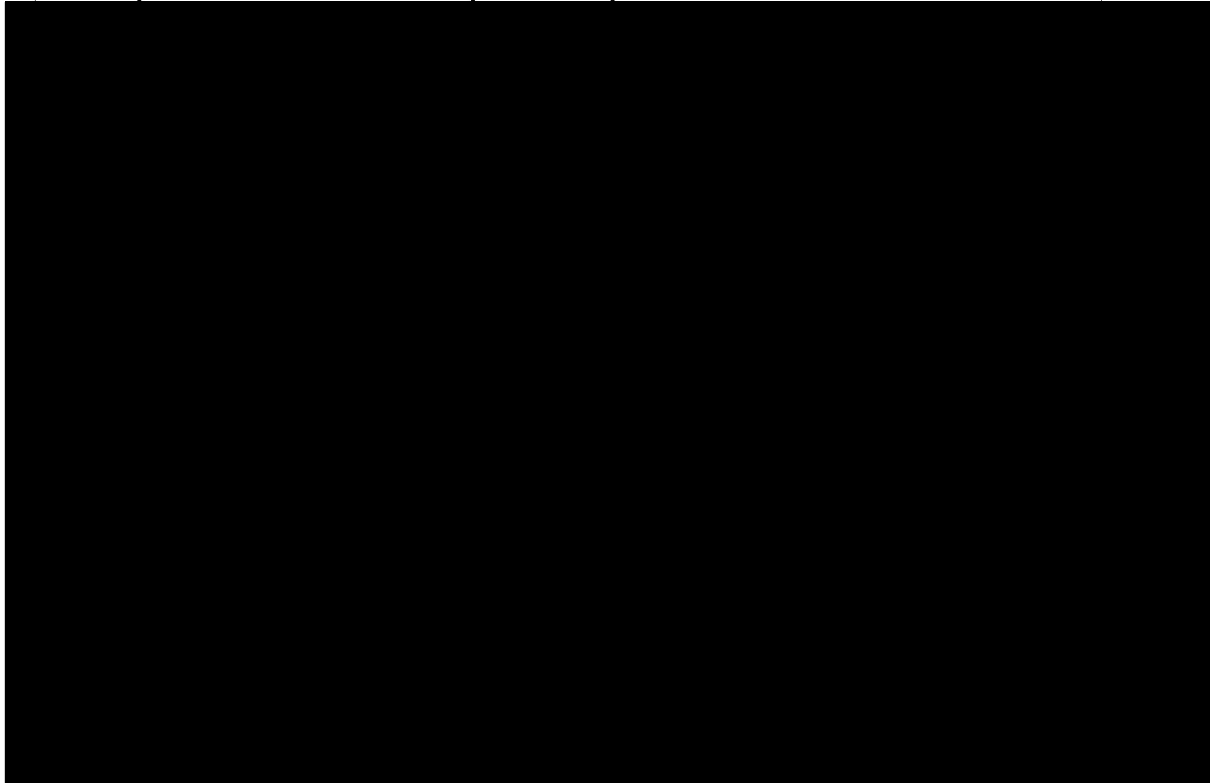




## Importance of other aspects in purchase decision



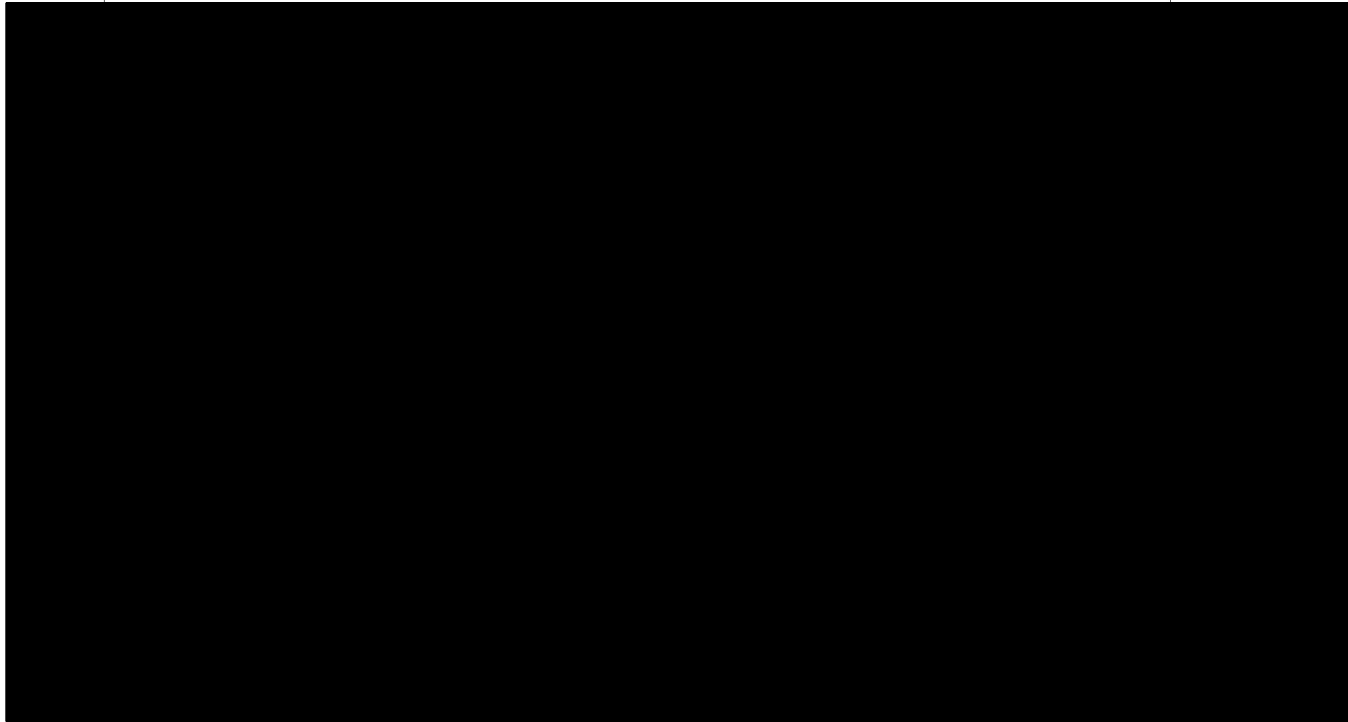
Importance of other aspects in purchase decision



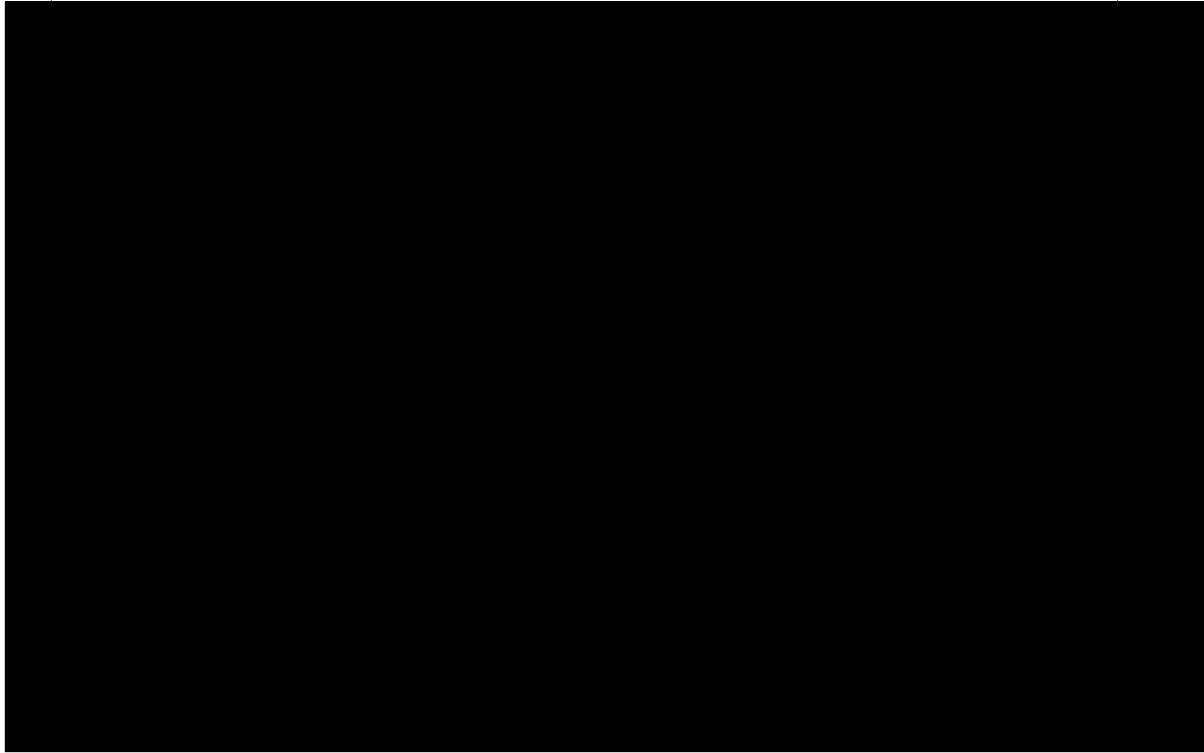
## Most influential new features

APPLE CONFIDENTIAL 121

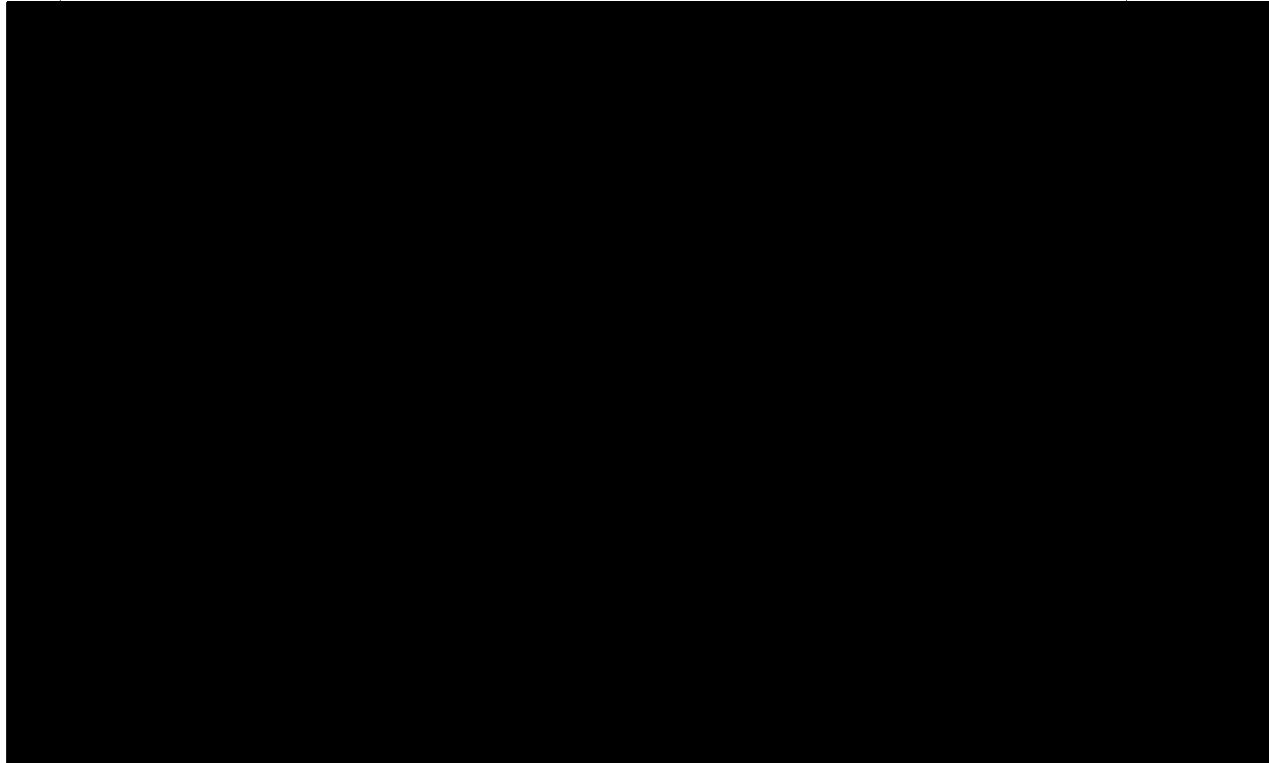
New features most influential in decision to get the iPhone



New features most influential in decision to get the iPhone



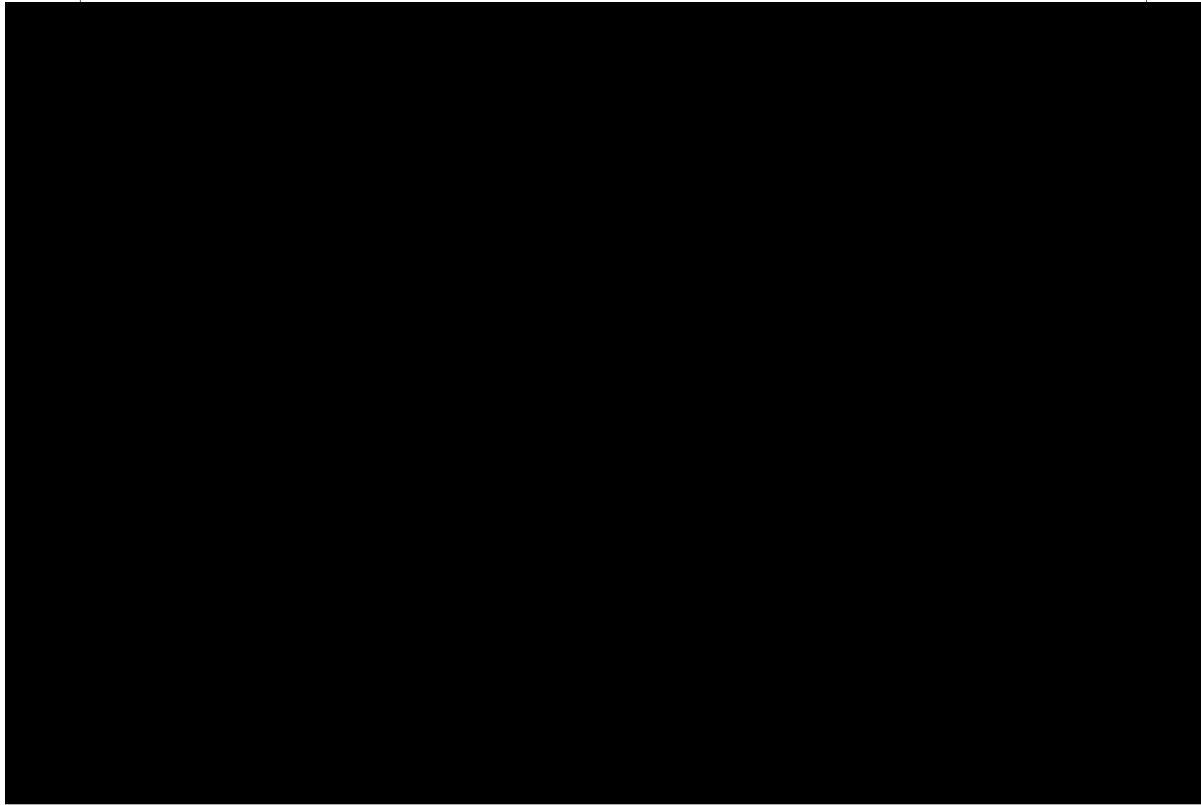
New features most influential in decision to get the iPhone



## Reasons for choosing iPhone 7 and iPhone 7 Plus over iPhone XR

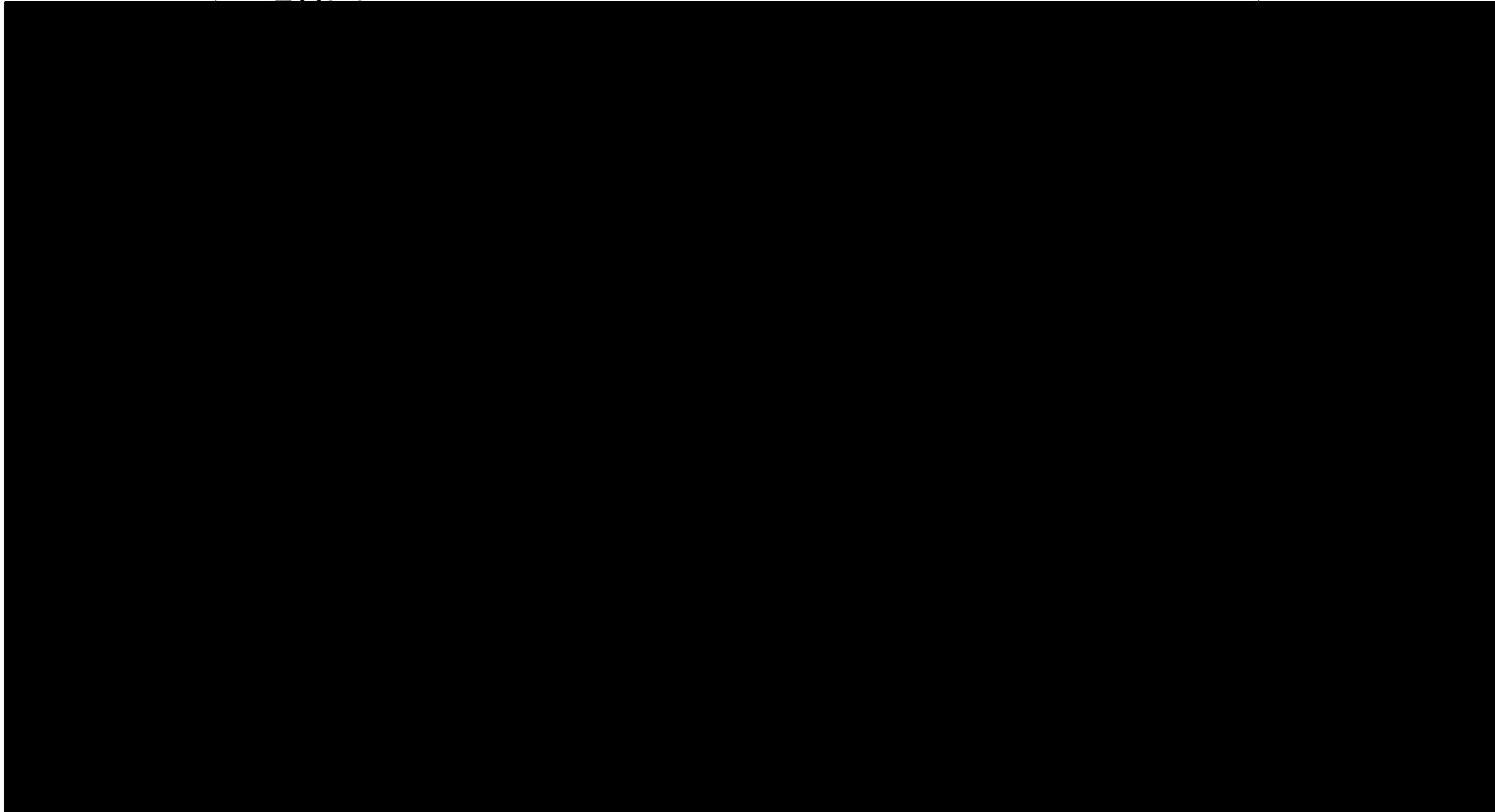
APPLE CONFIDENTIAL 125

## Reasons for choosing iPhone 7 over the iPhone XR

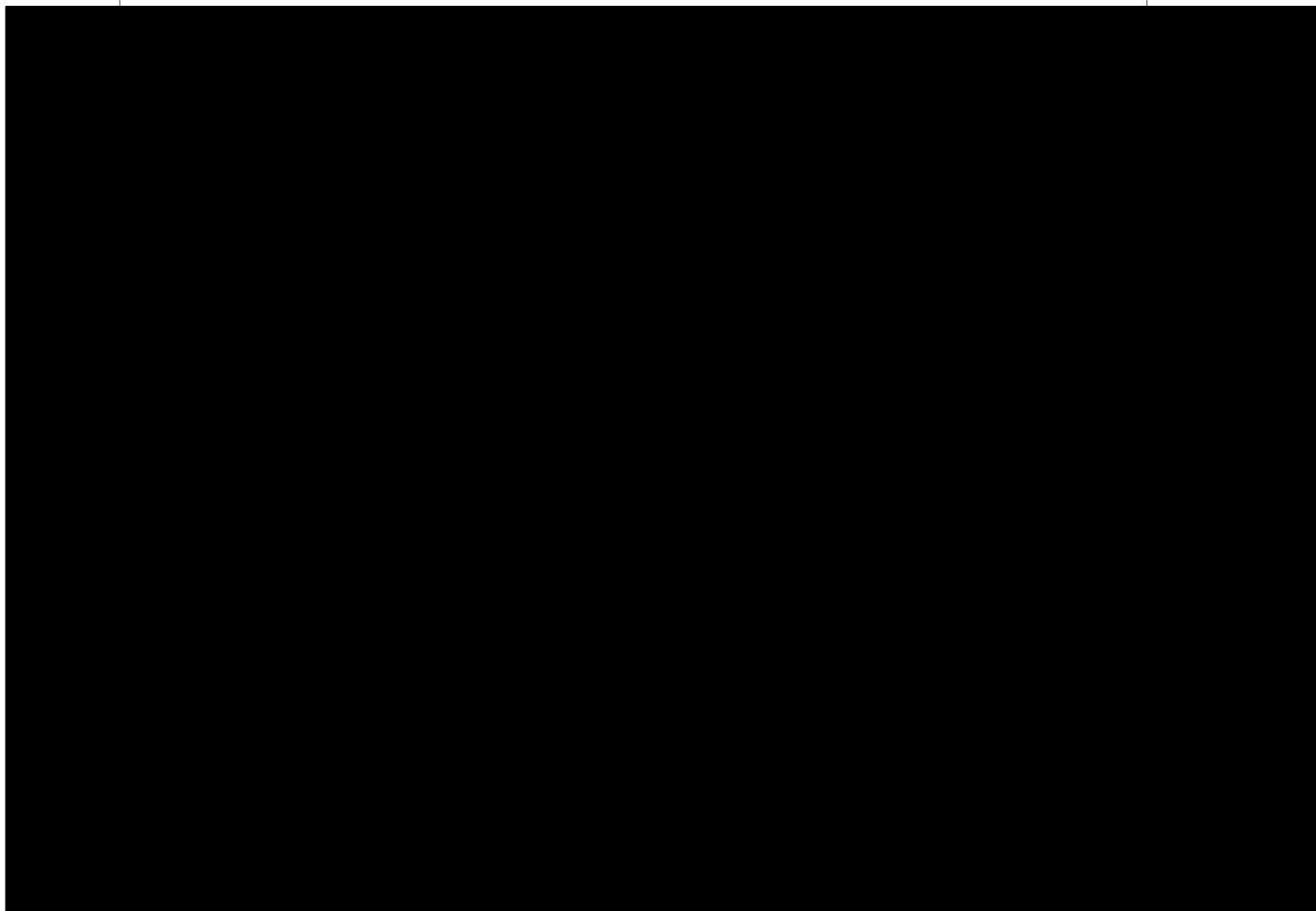




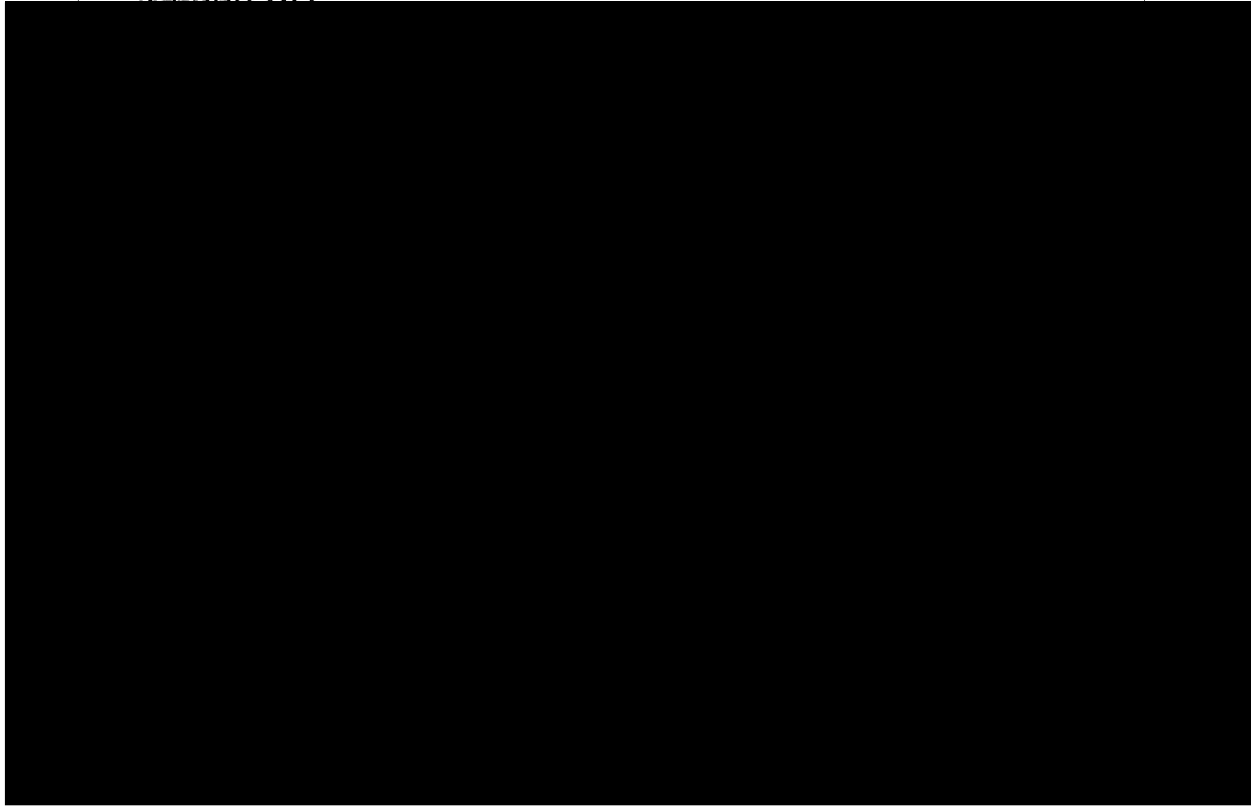
Top ranked reasons for choosing iPhone 7 over iPhone  
XR



## Reasons for choosing iPhone 7 Plus over the iPhone XR



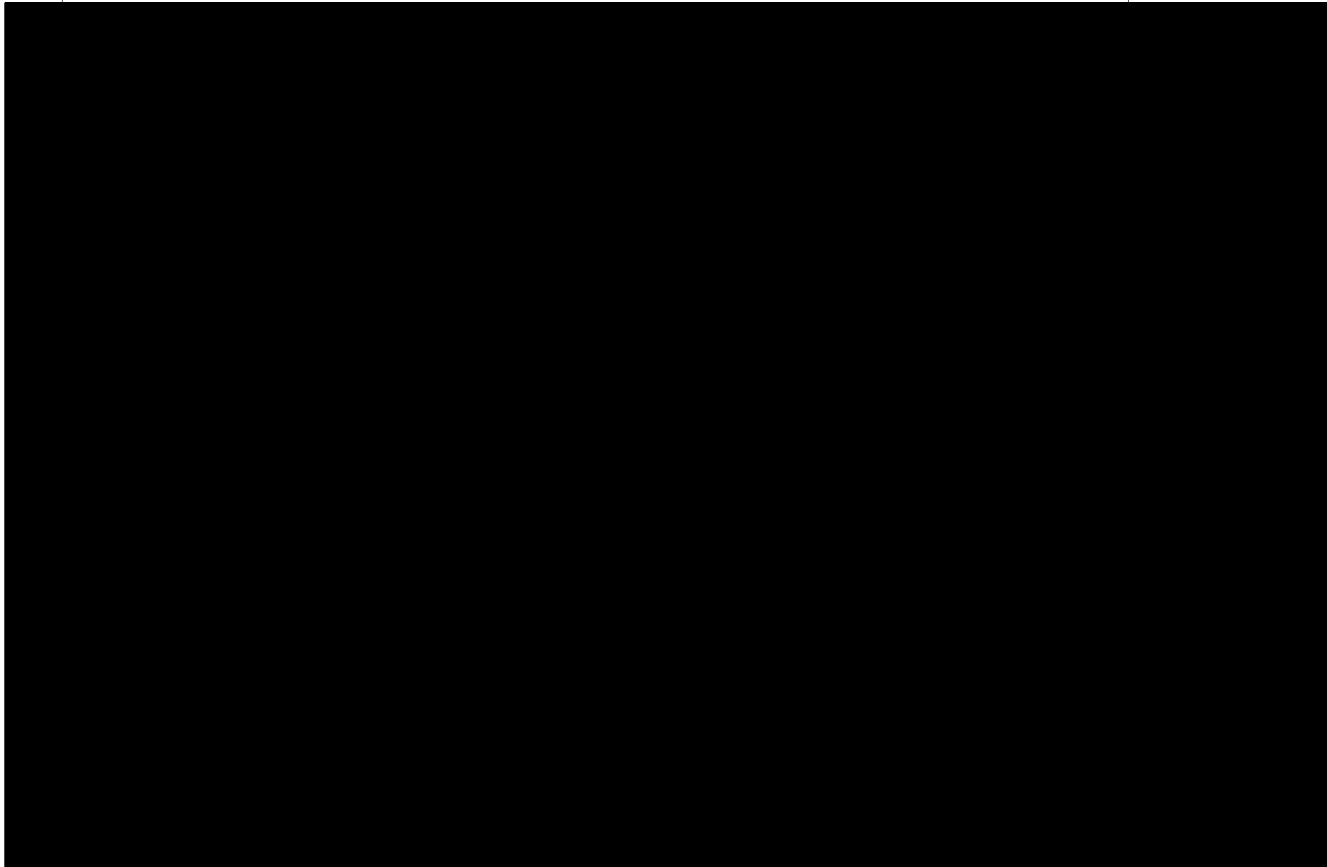
Top ranked reasons for choosing iPhone 7 Plus over  
iPhone XR



## Reasons for choosing one flagship over the other

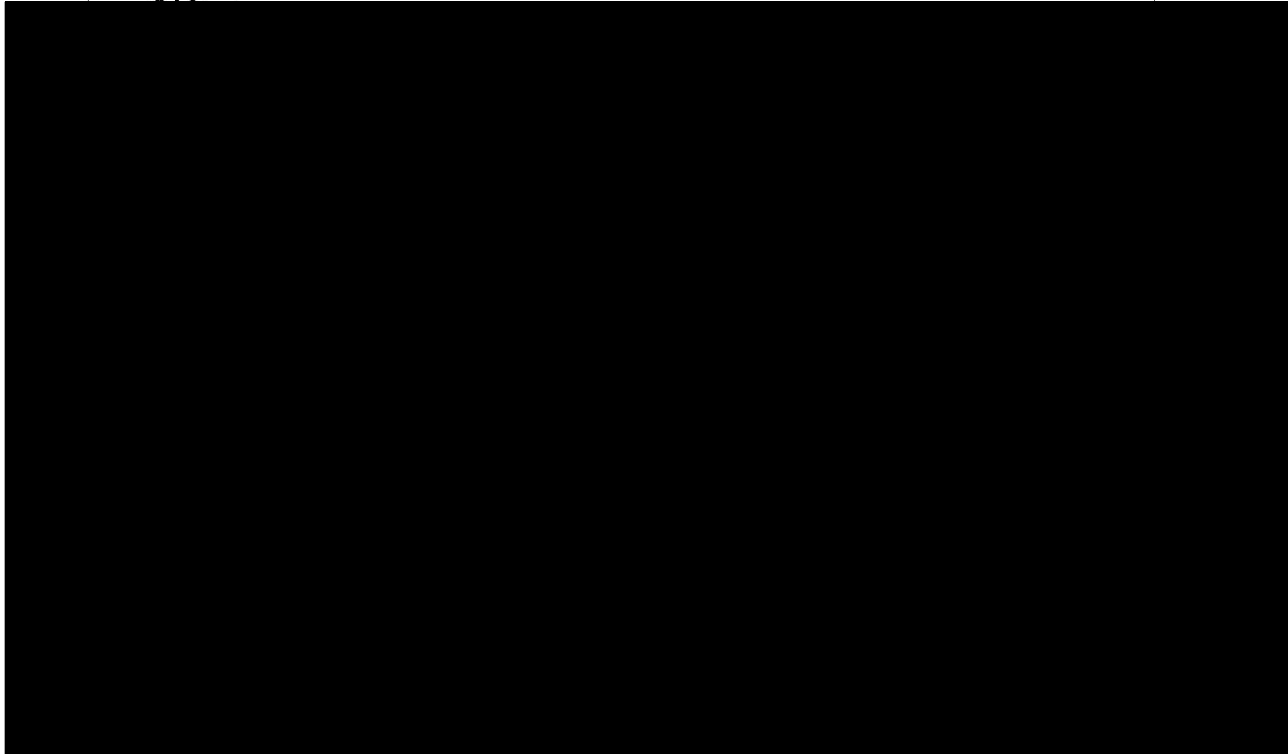
APPLE CONFIDENTIAL 189

## Reasons for choosing iPhone XS over the iPhone XR

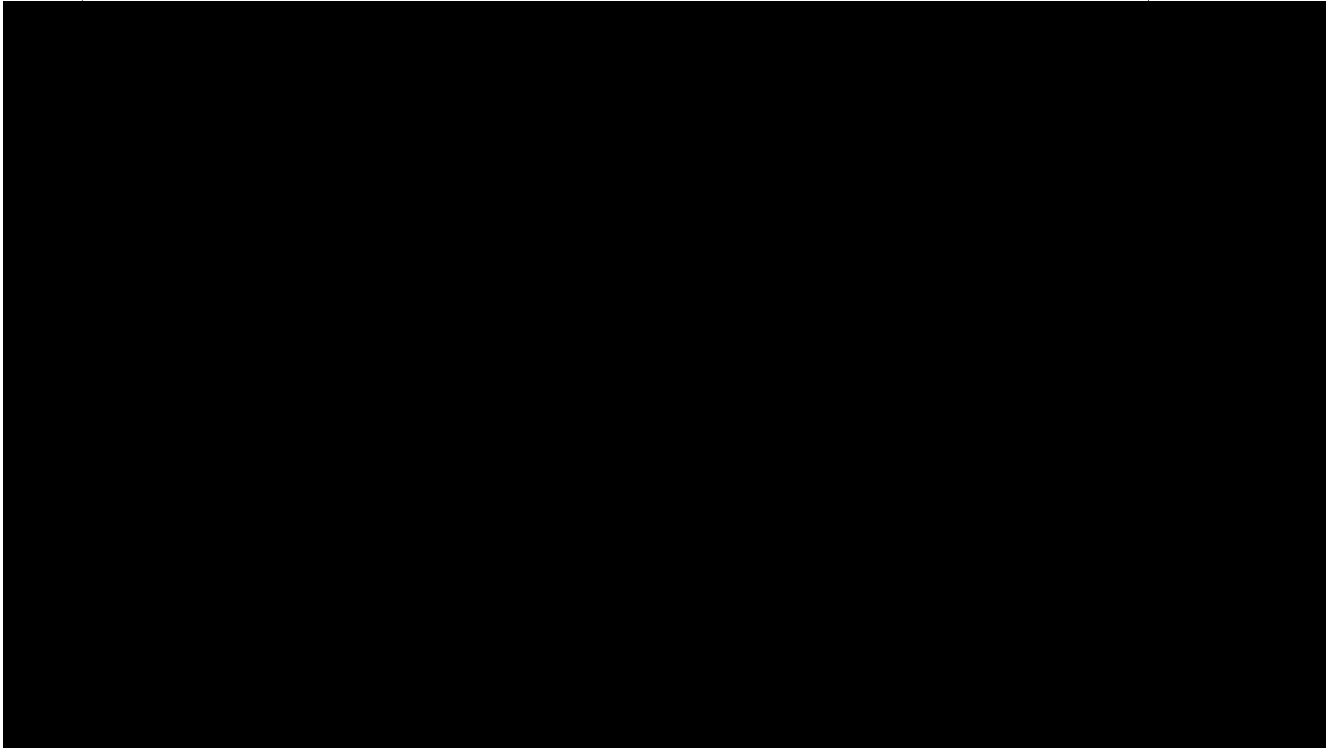


Top ranked reasons for choosing iPhone XS over iPhone

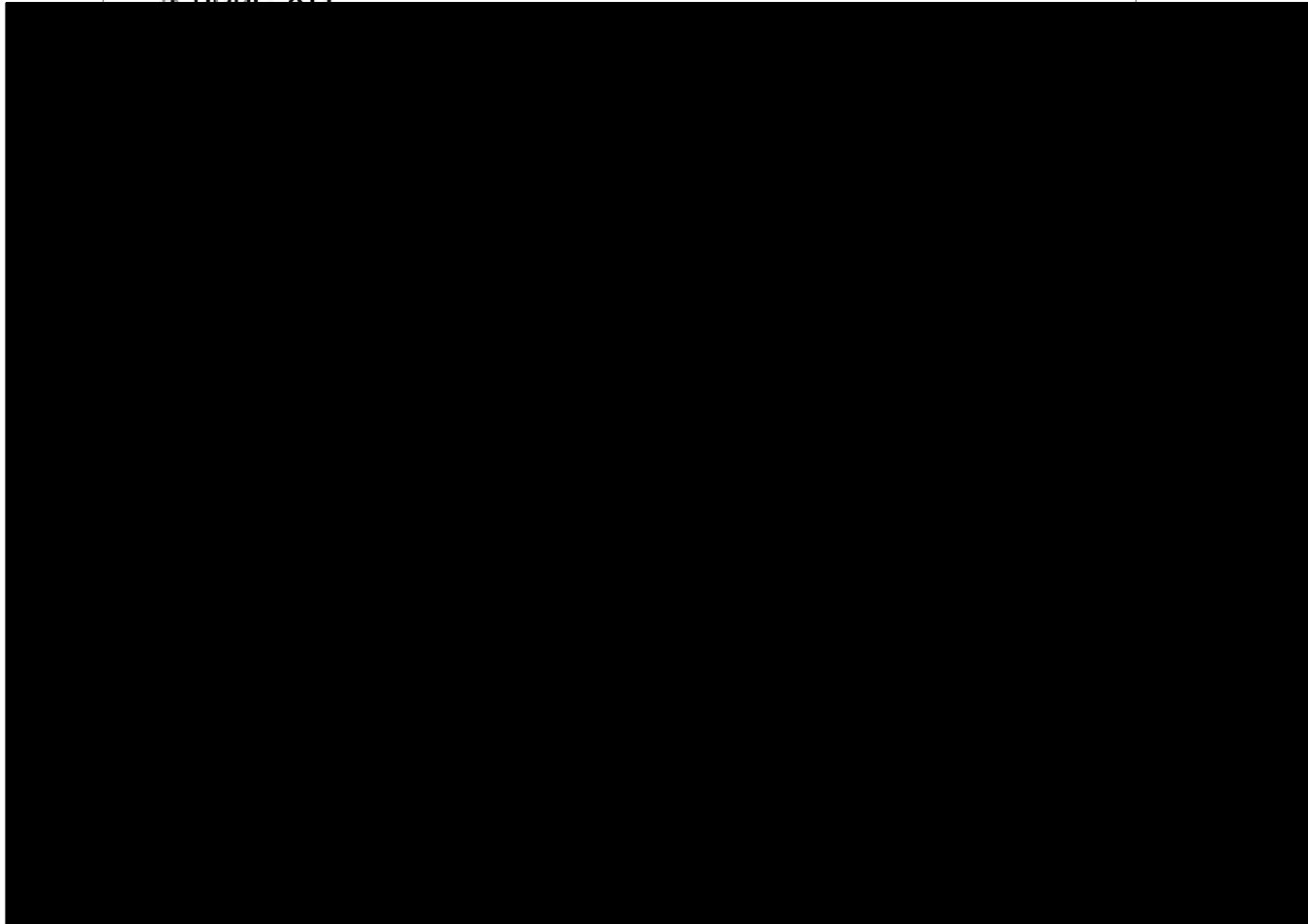
XR



Reasons for choosing iPhone XS Max over the iPhone XR

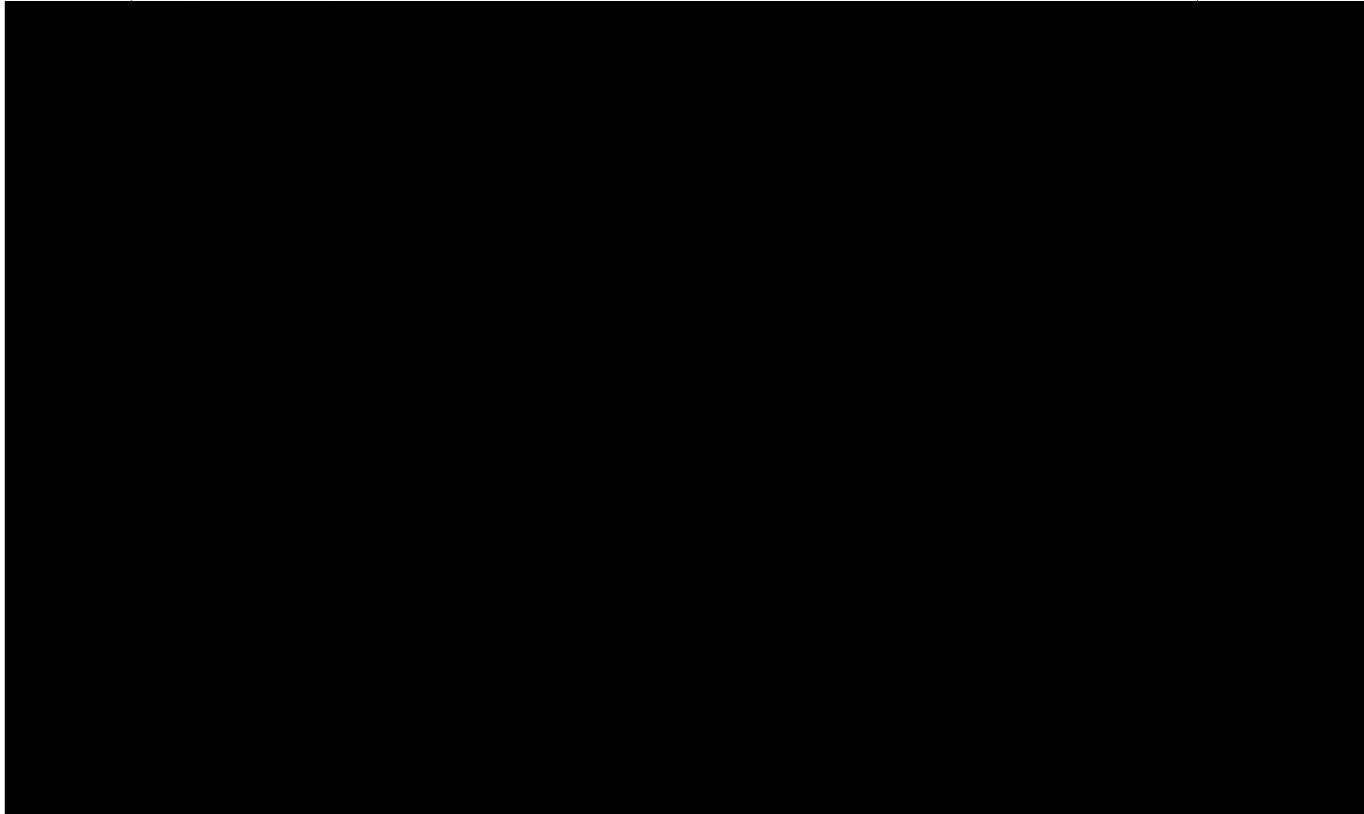


Top ranked reasons for choosing iPhone XS Max over  
iPhone XR

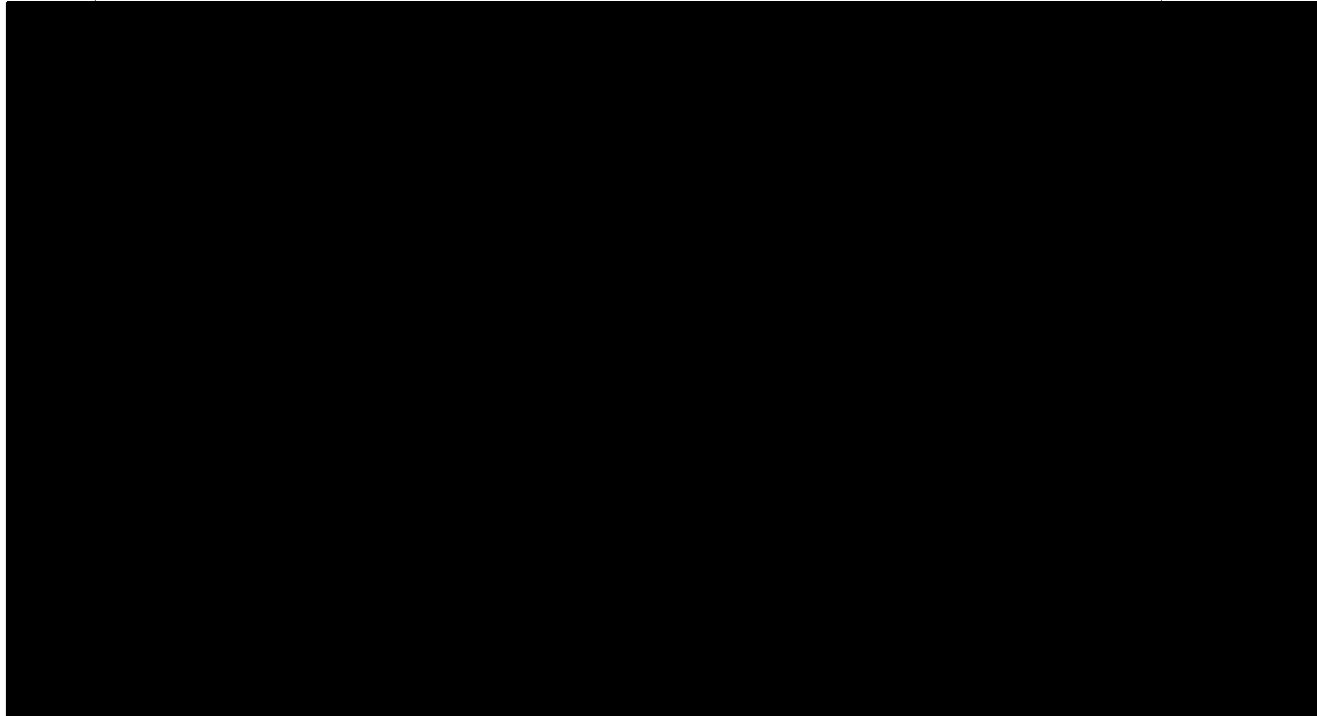




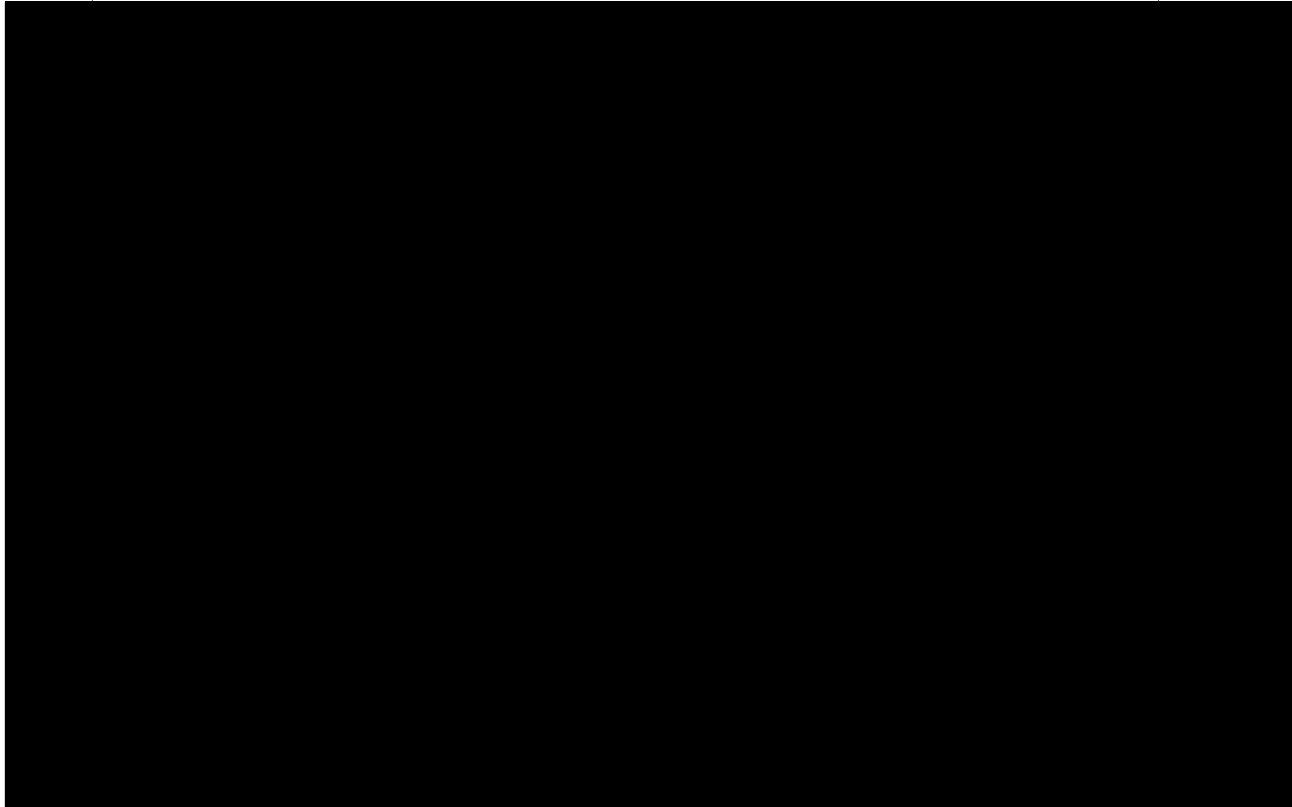
Reasons for choosing the iPhone XS Max over the iPhone XS



Reasons for choosing the iPhone XS over the iPhone XS  
Max



## Reasons for choosing iPhone XR over iPhone XS



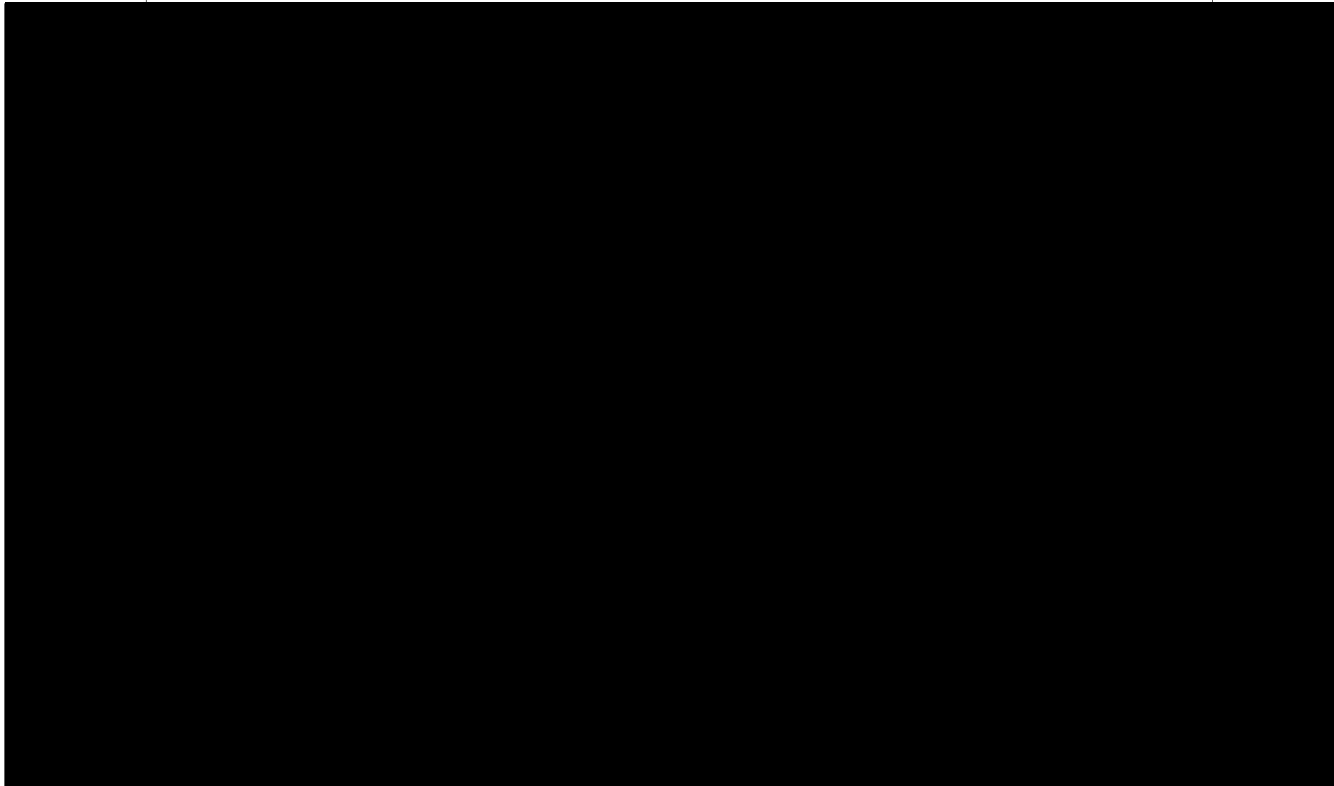
## Reasons for choosing iPhone XR over iPhone XS Max



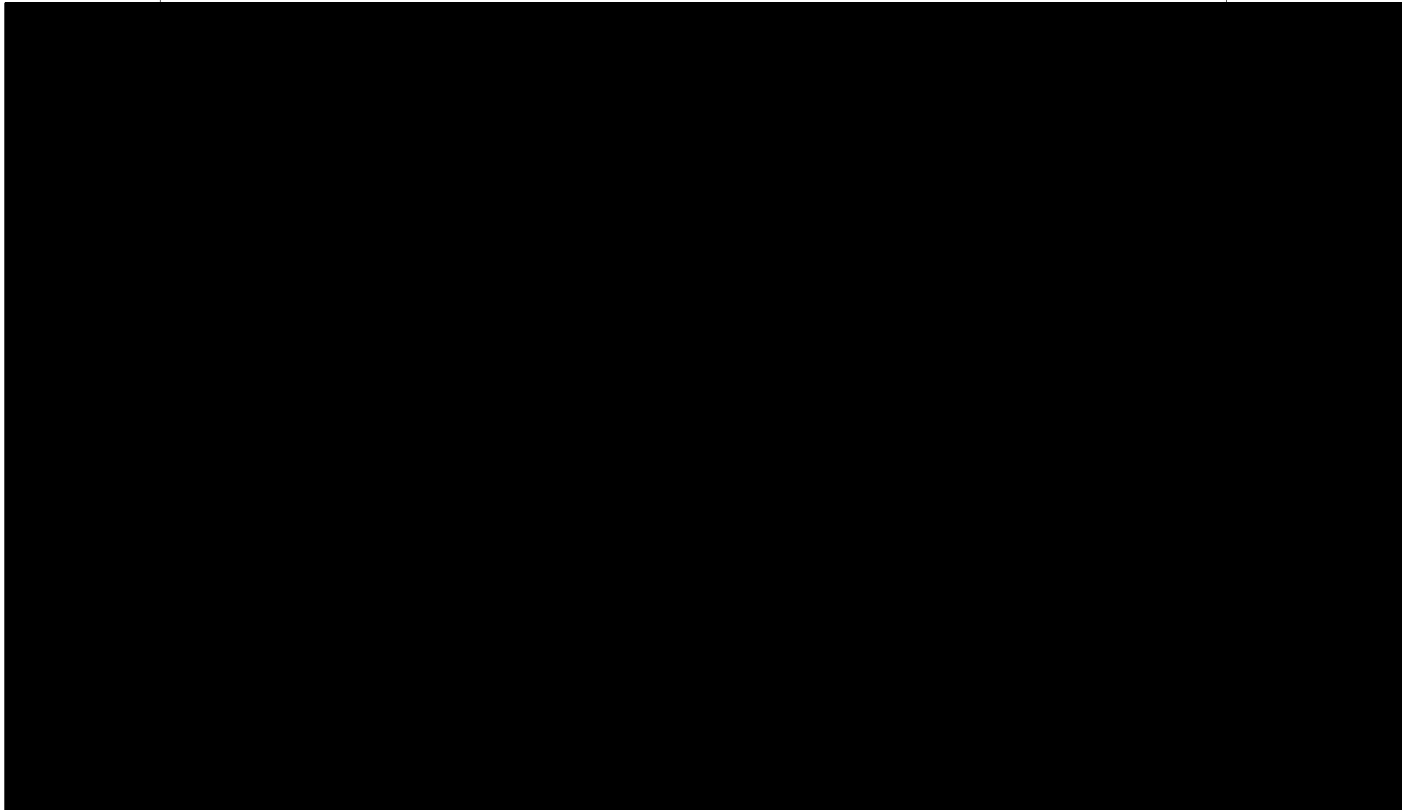
## Consideration of other iPhone models, smartphone brands

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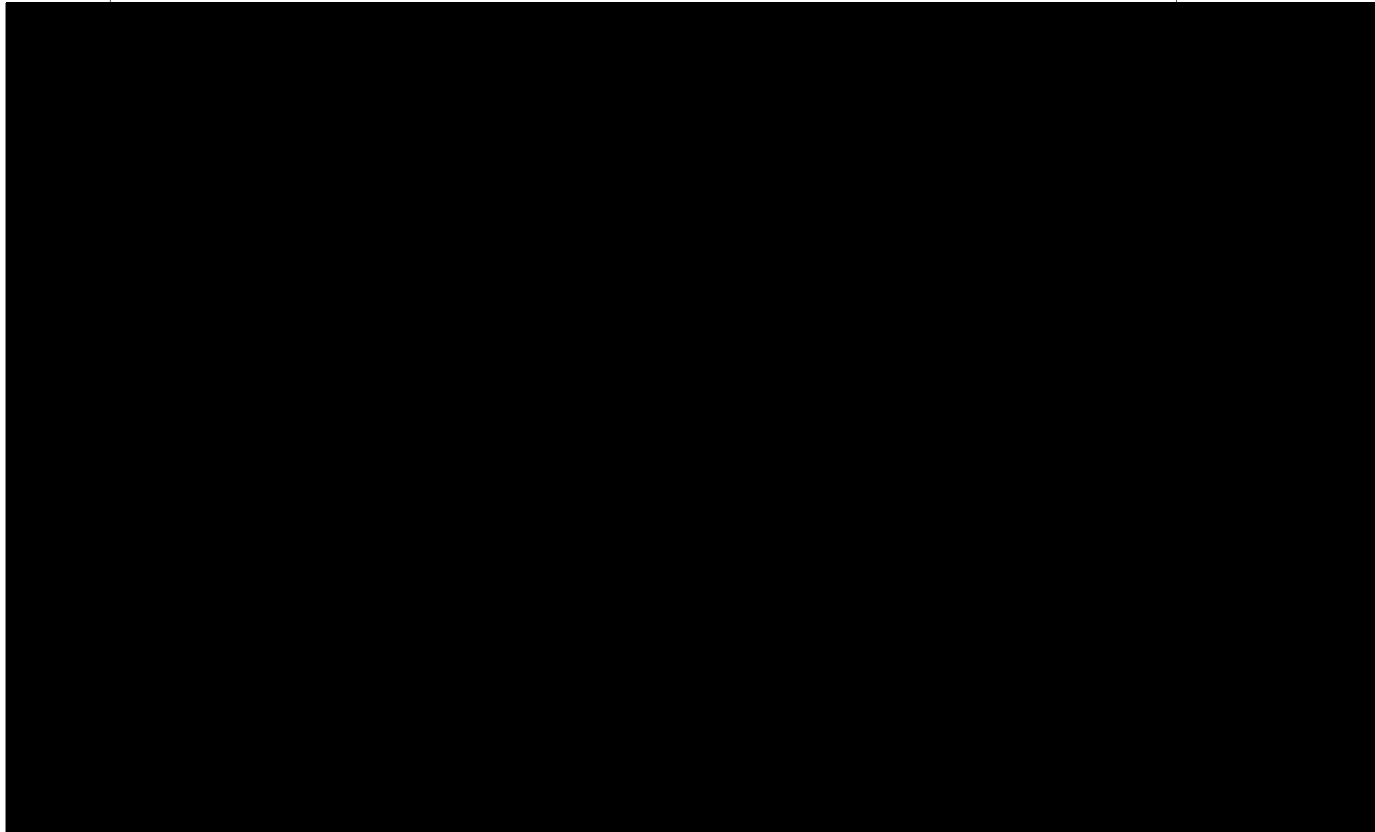
Considered other iPhone models



Considered other iPhone models

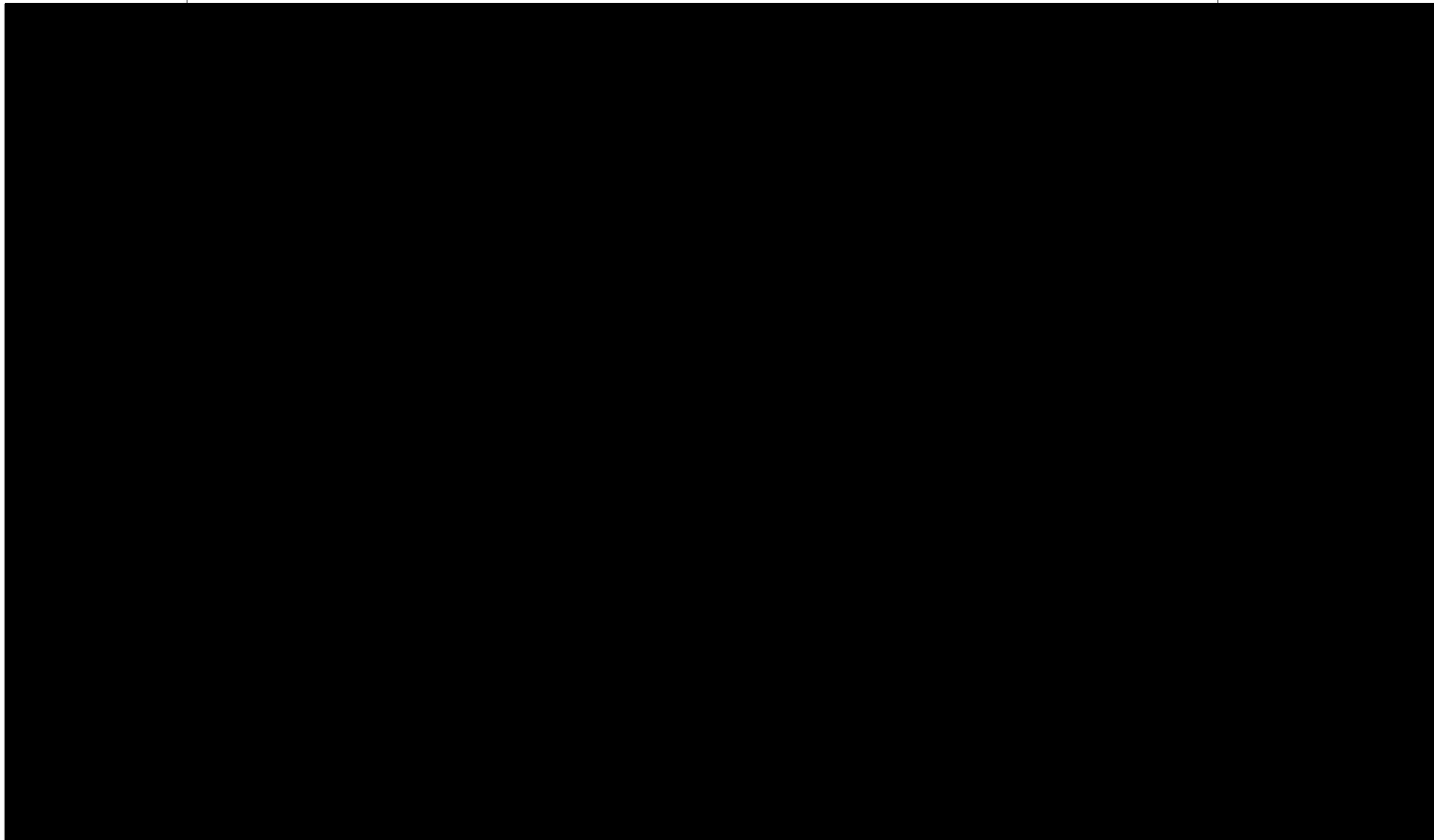


Considered other iPhone models





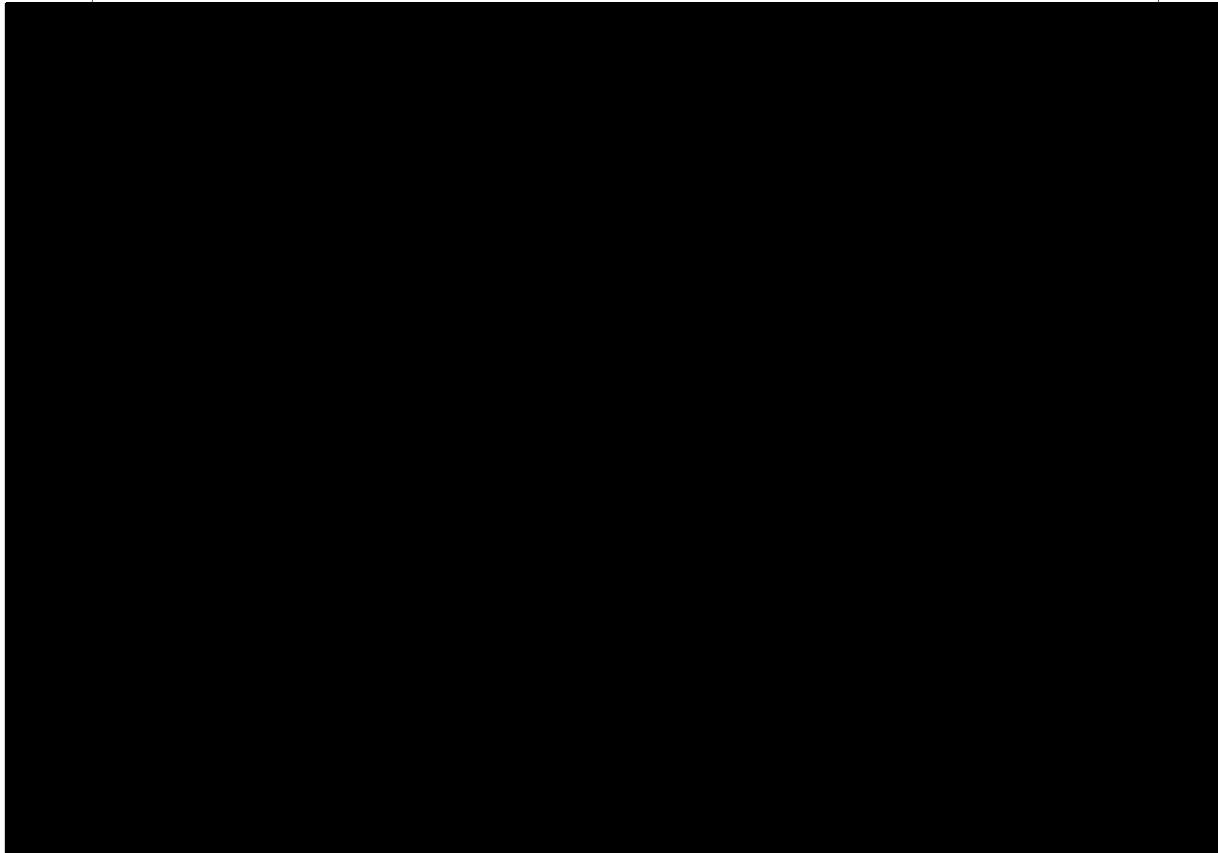
iPhone models considered



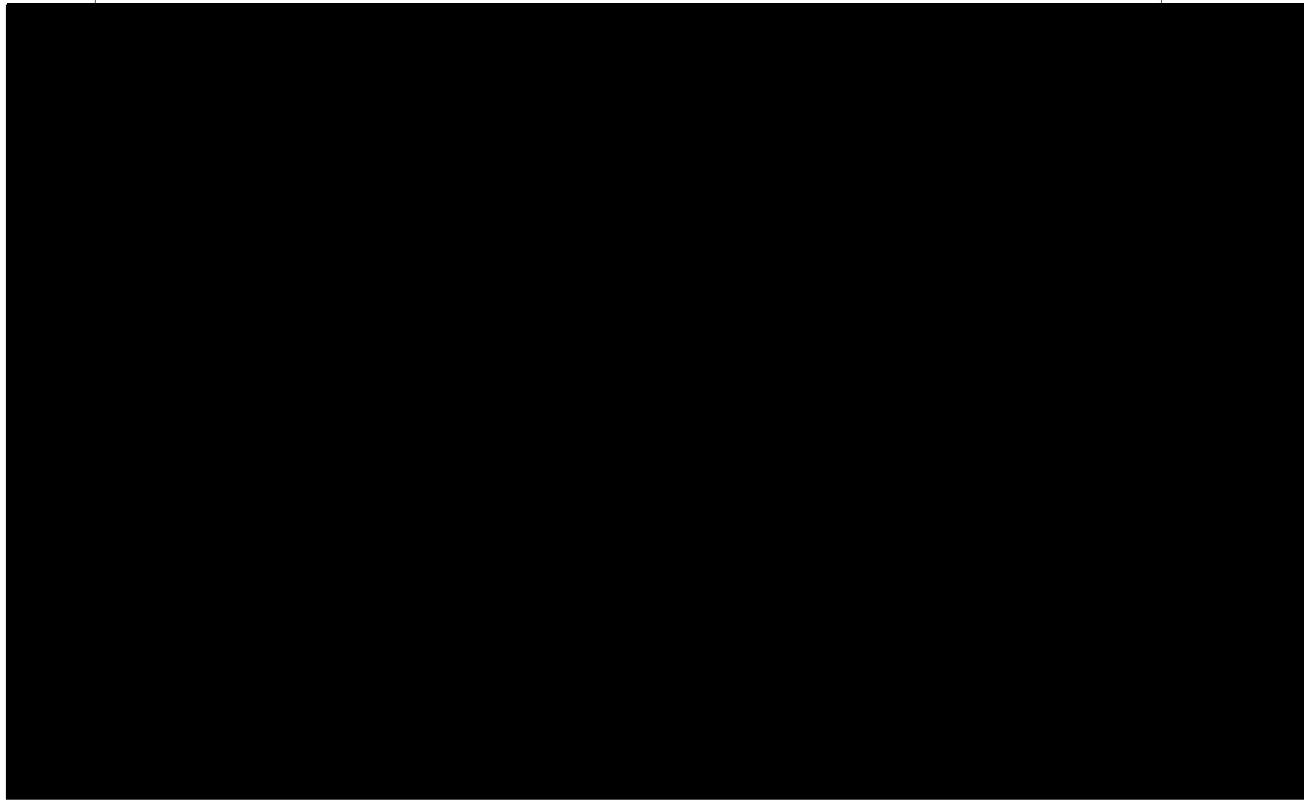
iPhone models considered



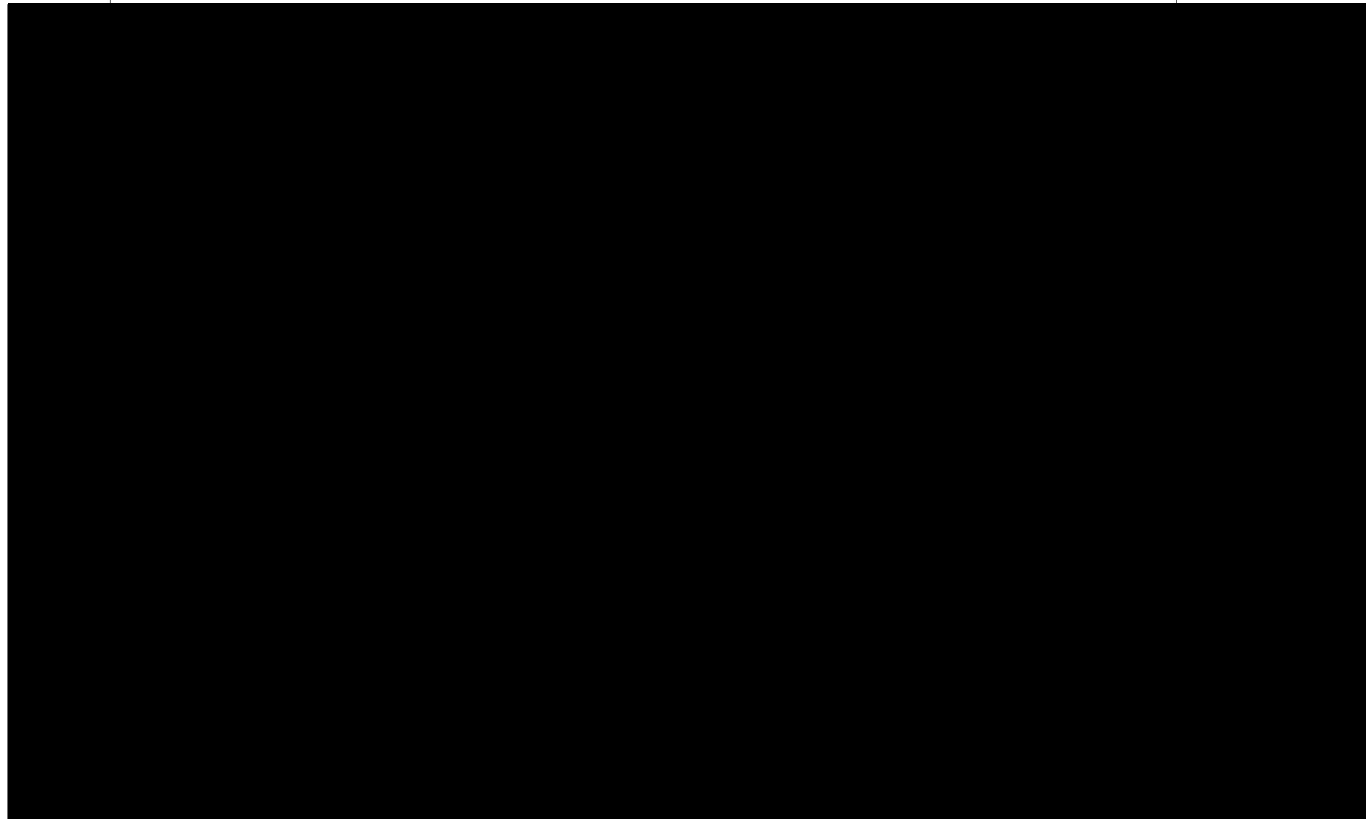
iPhone models considered



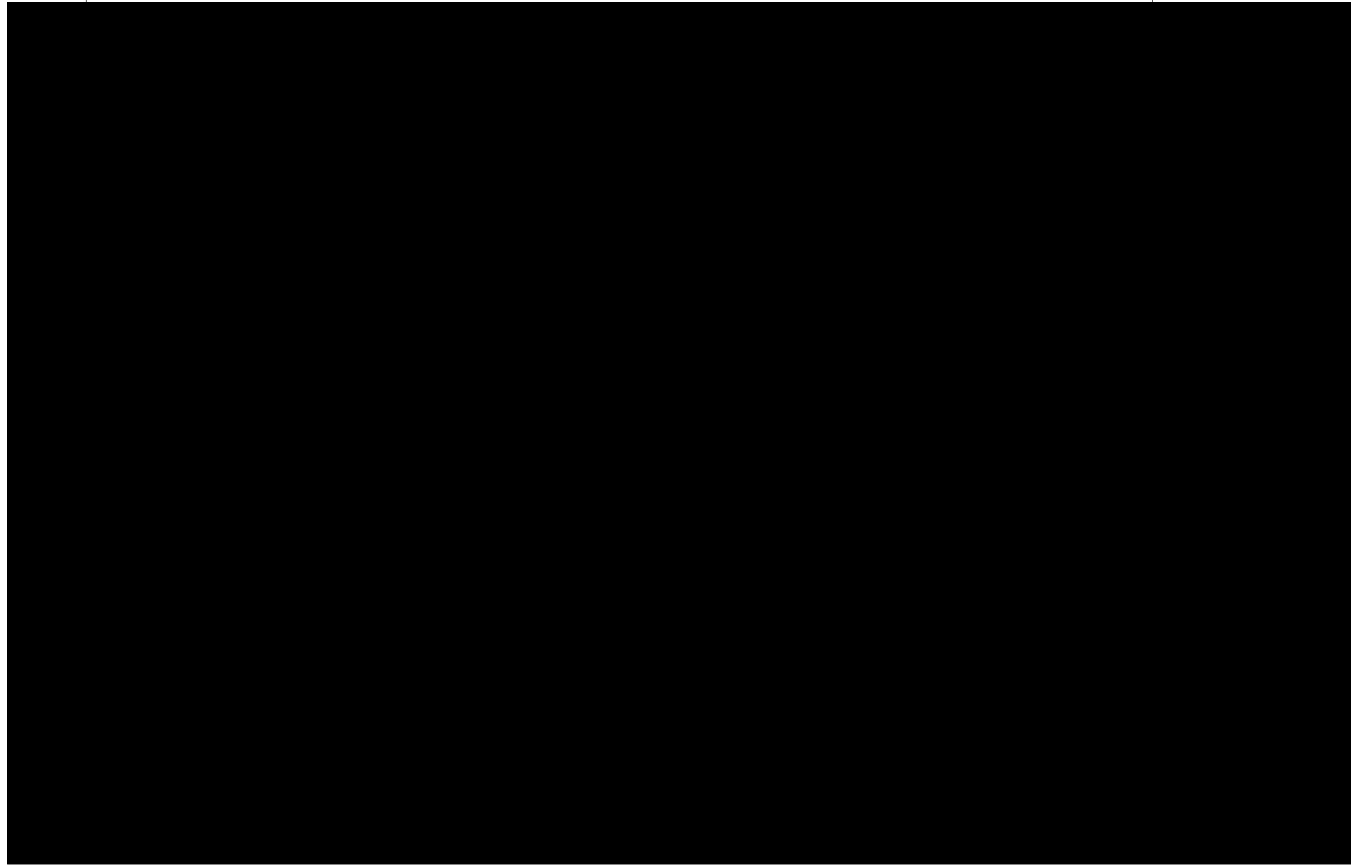
Considered other smartphone brands



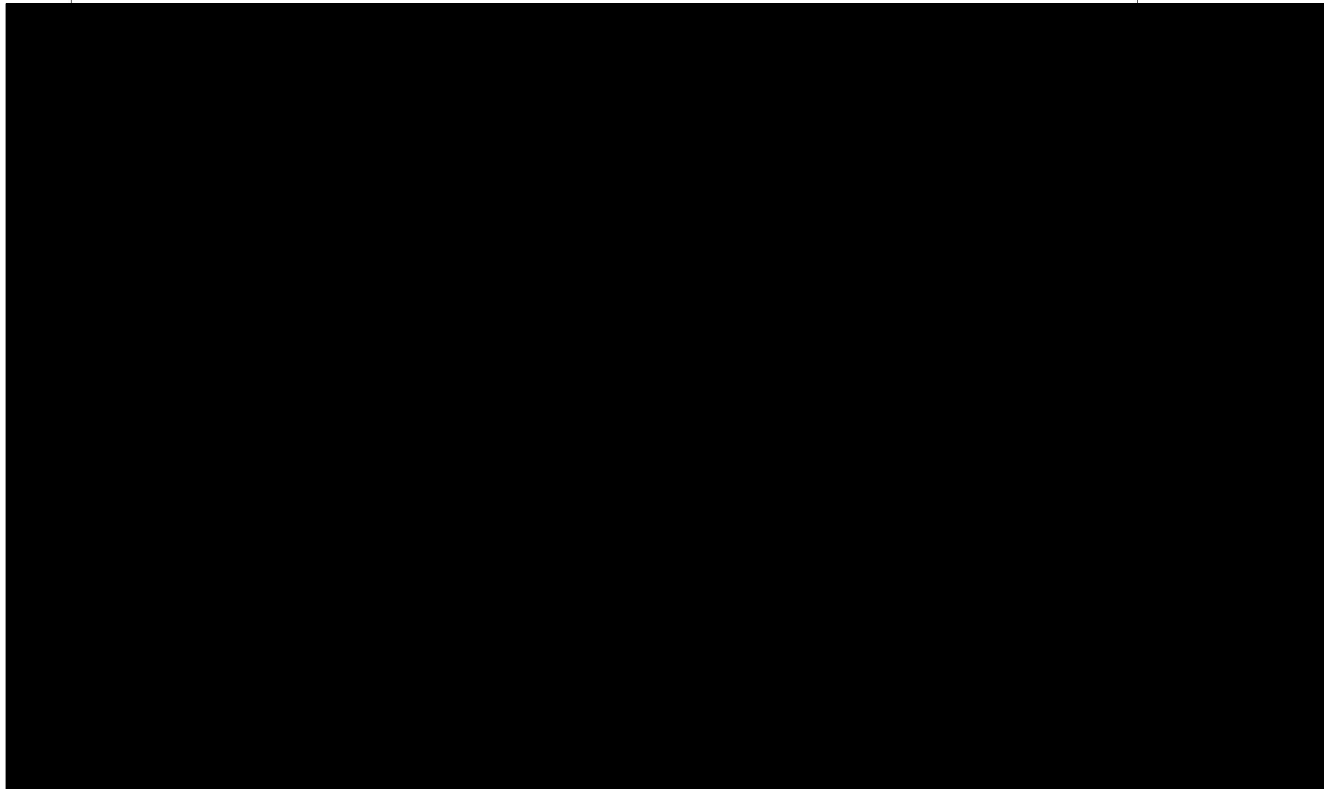
Considered other smartphone brands



Other OS considered



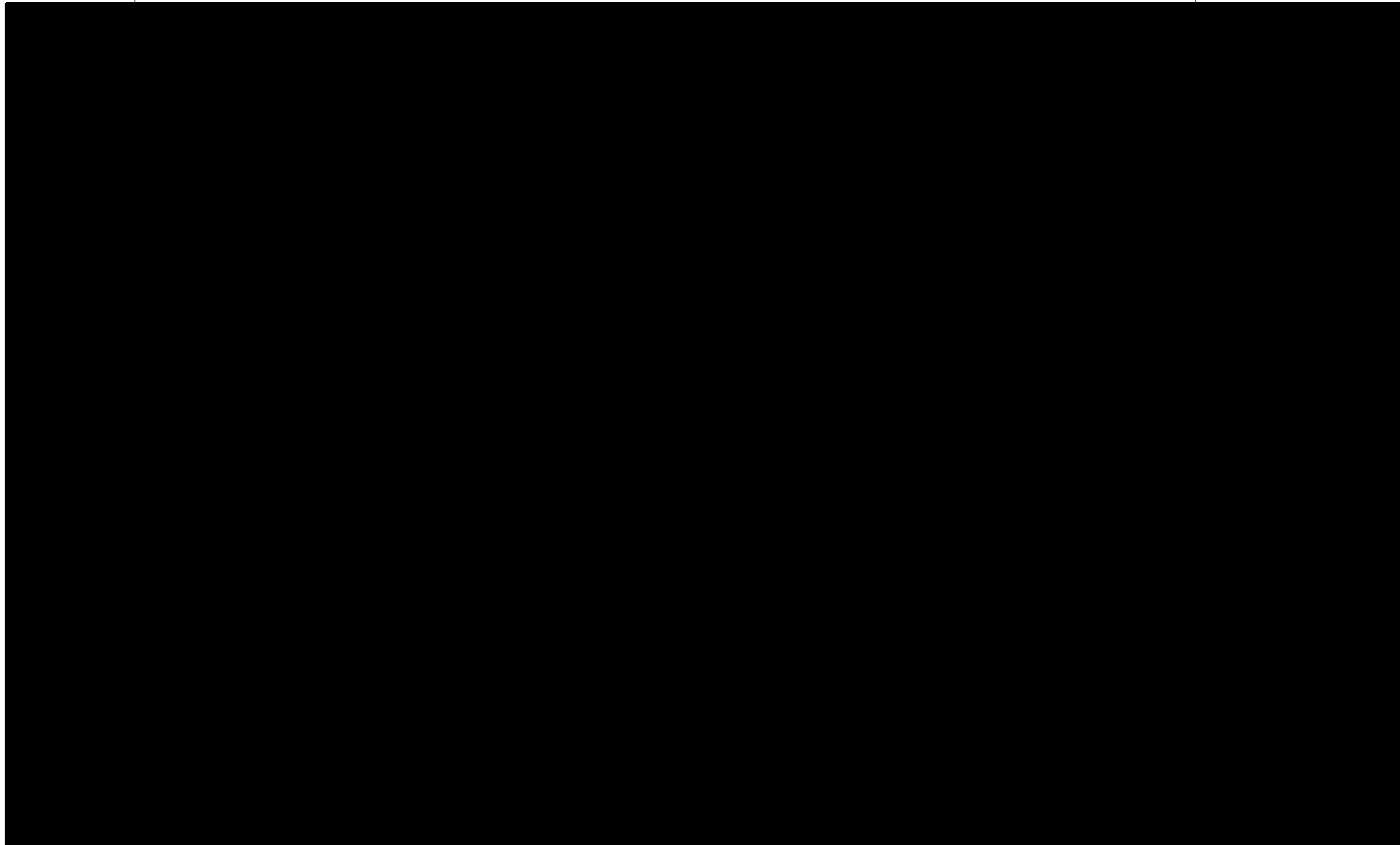
Other OS considered



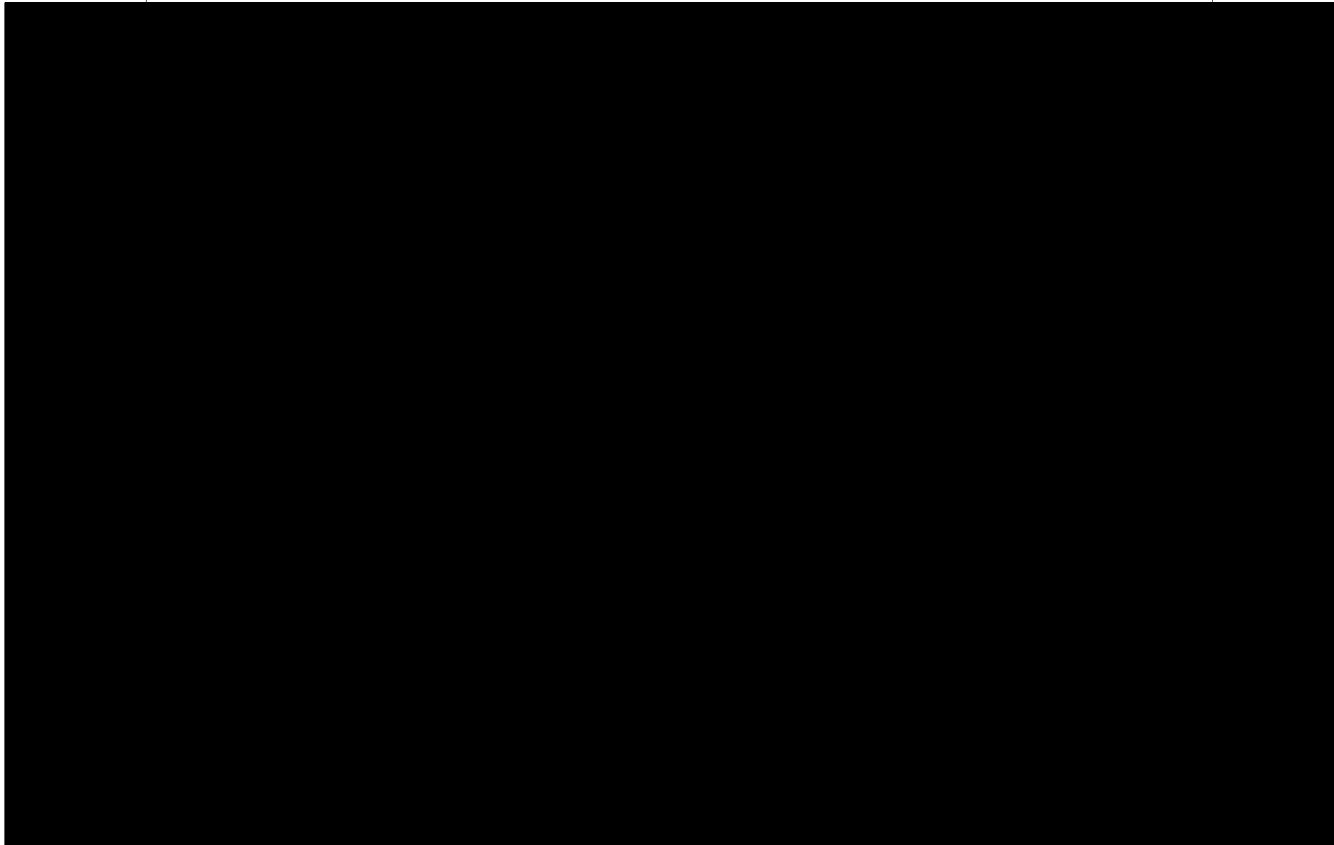
Other OS considered



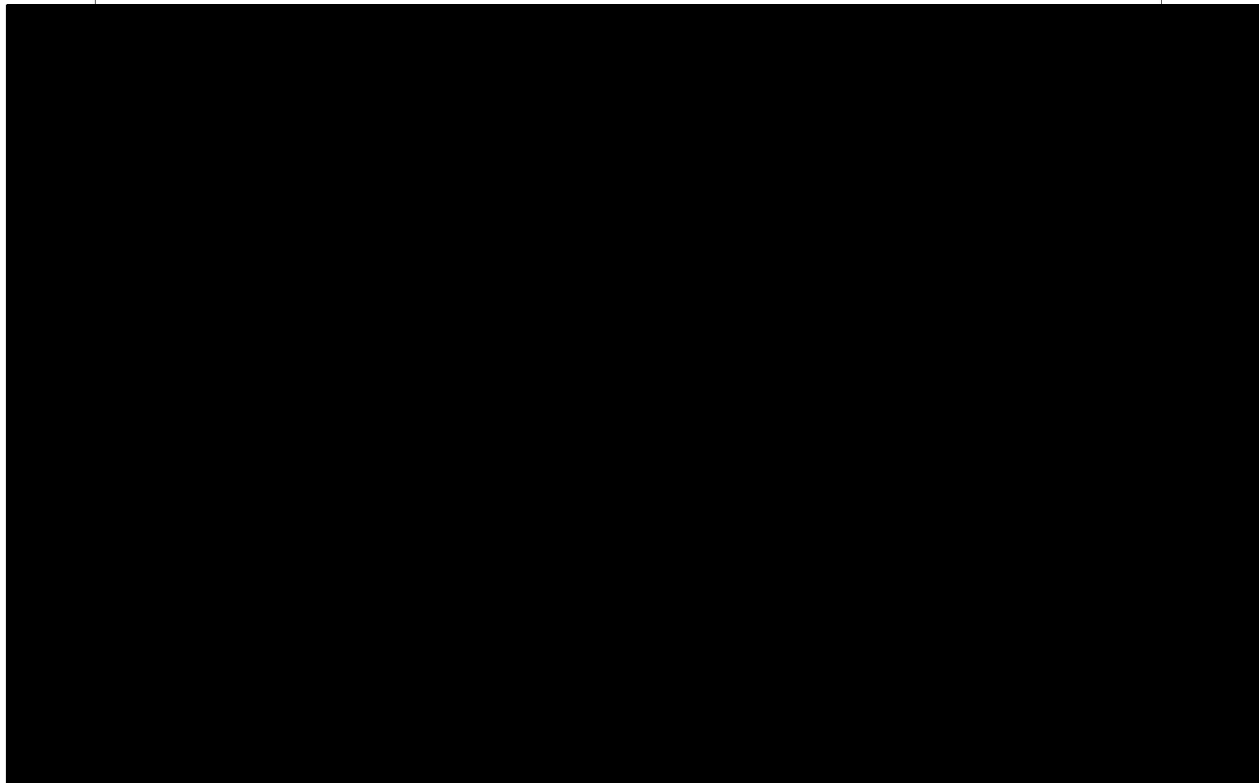
Other OS considered



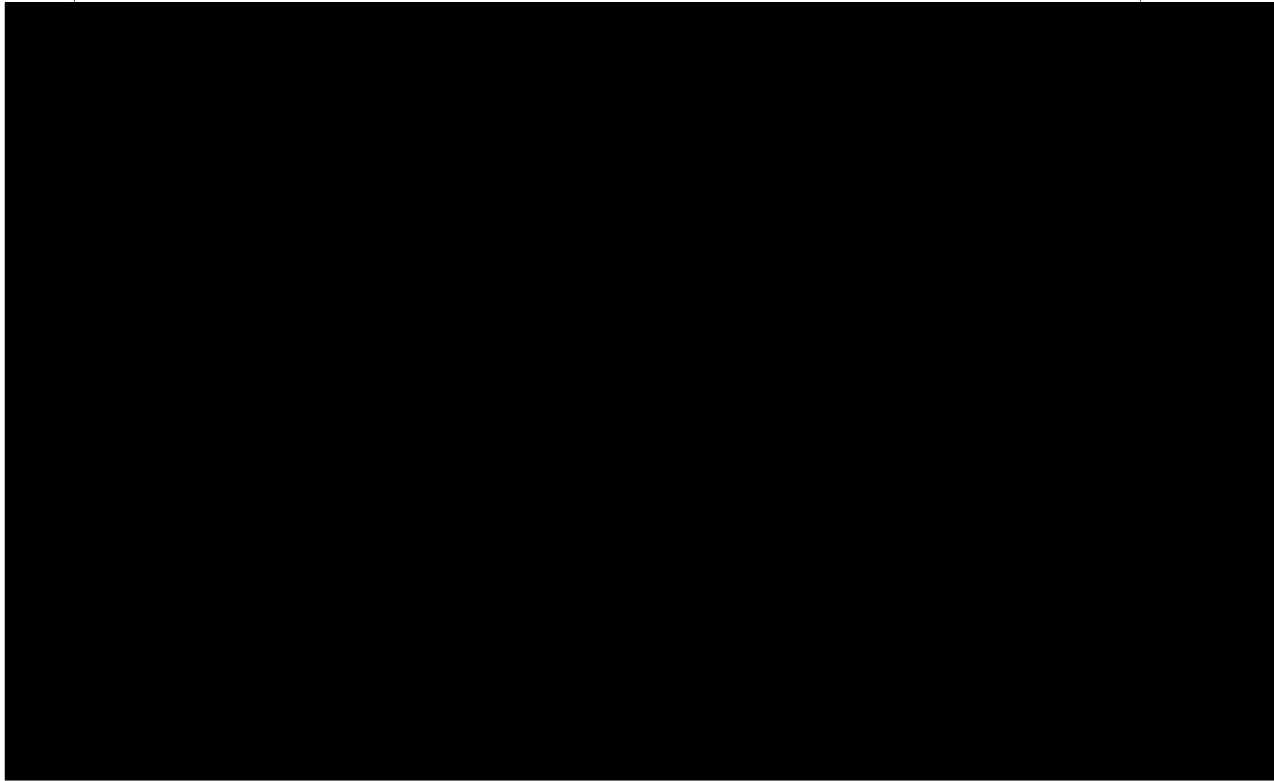
Other OS considered



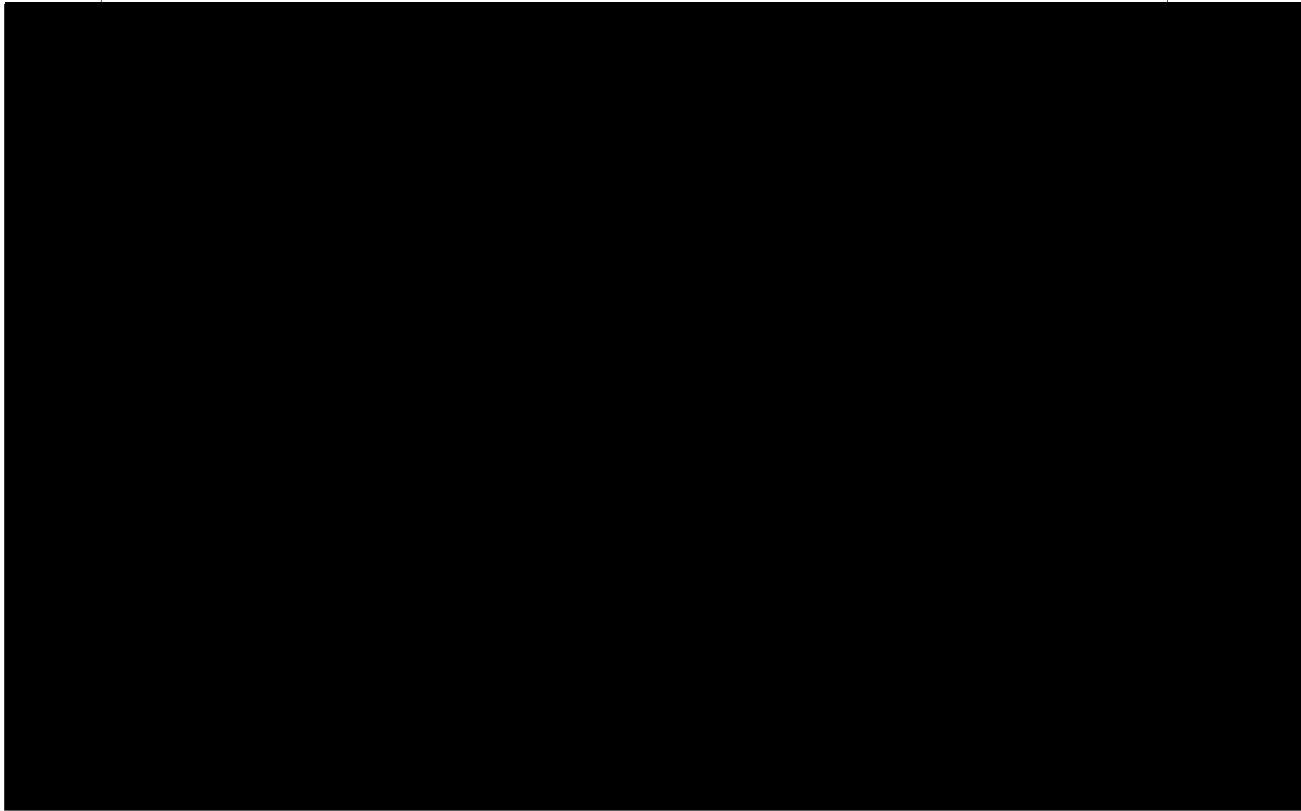
Other brands considered



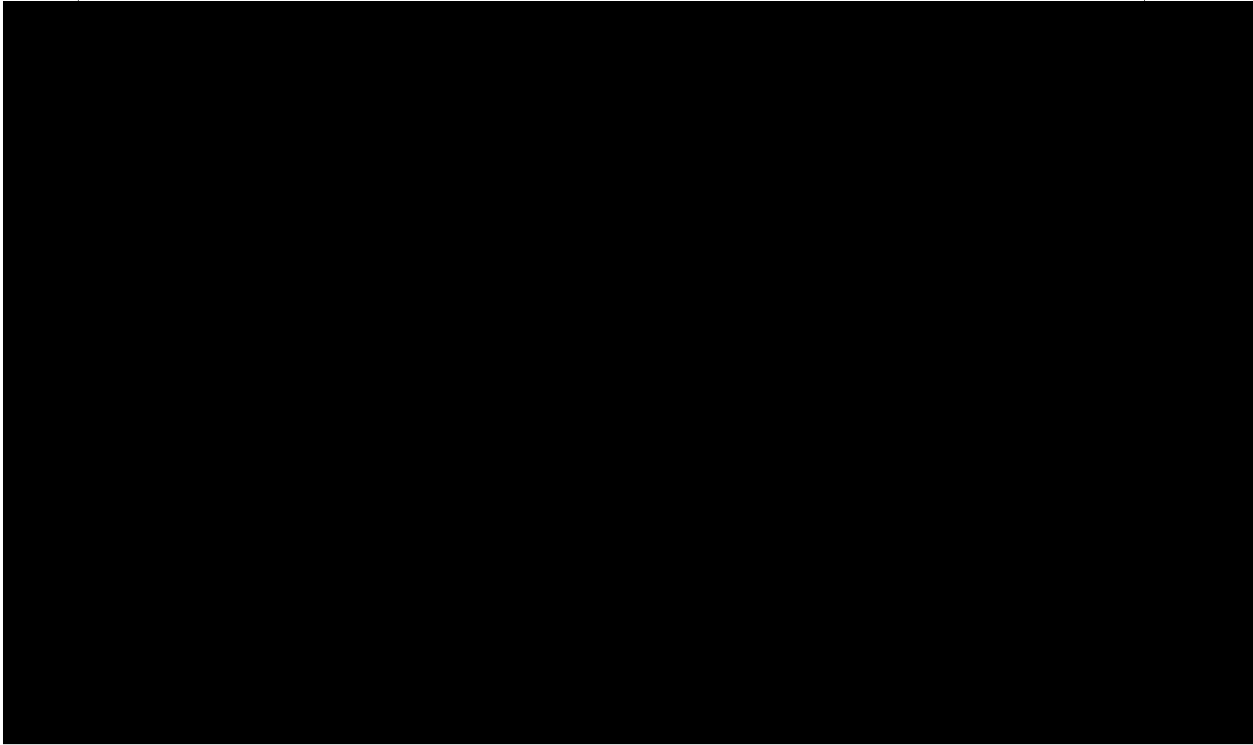
Considered Samsung



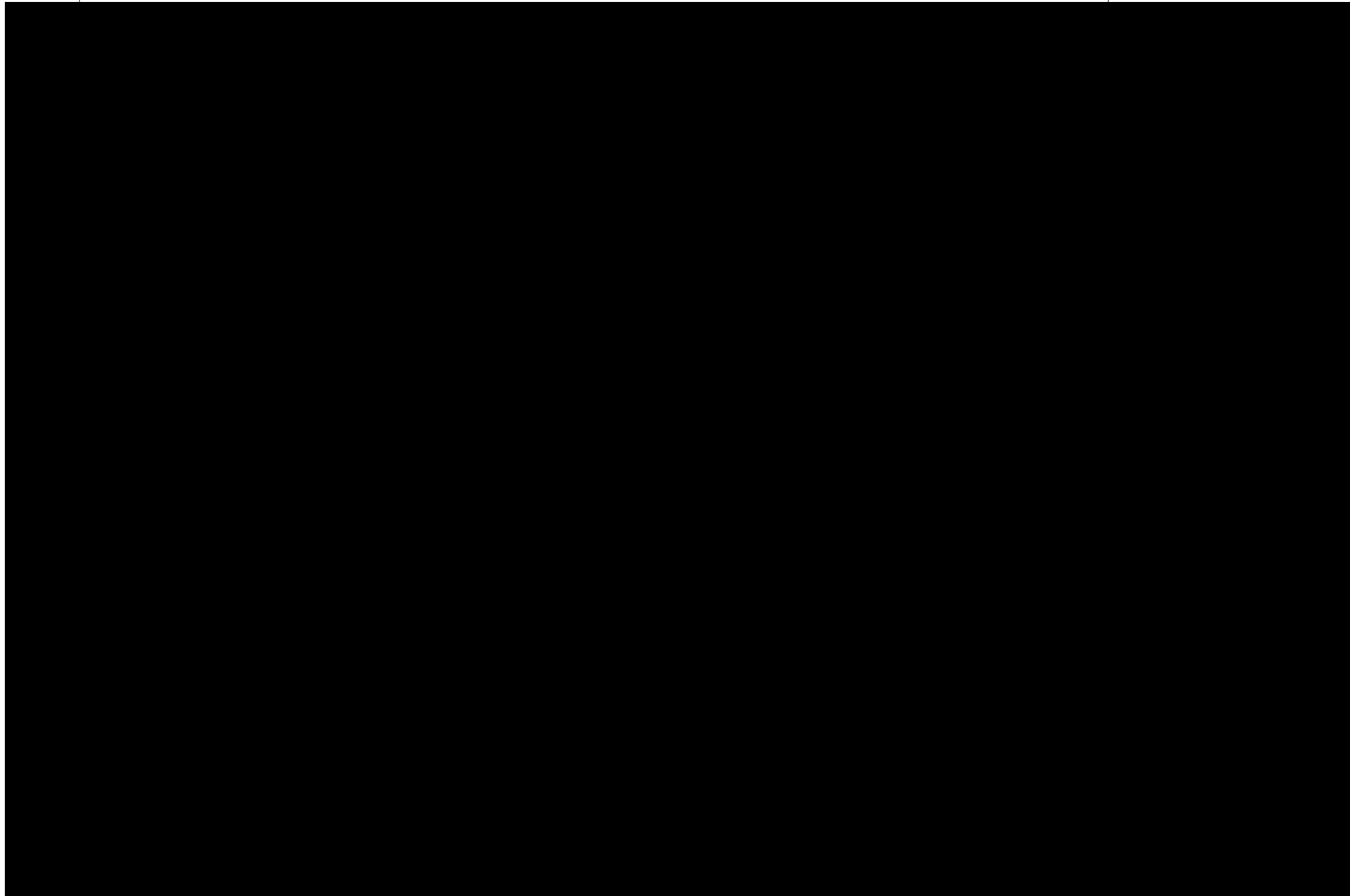
Considered Huawei



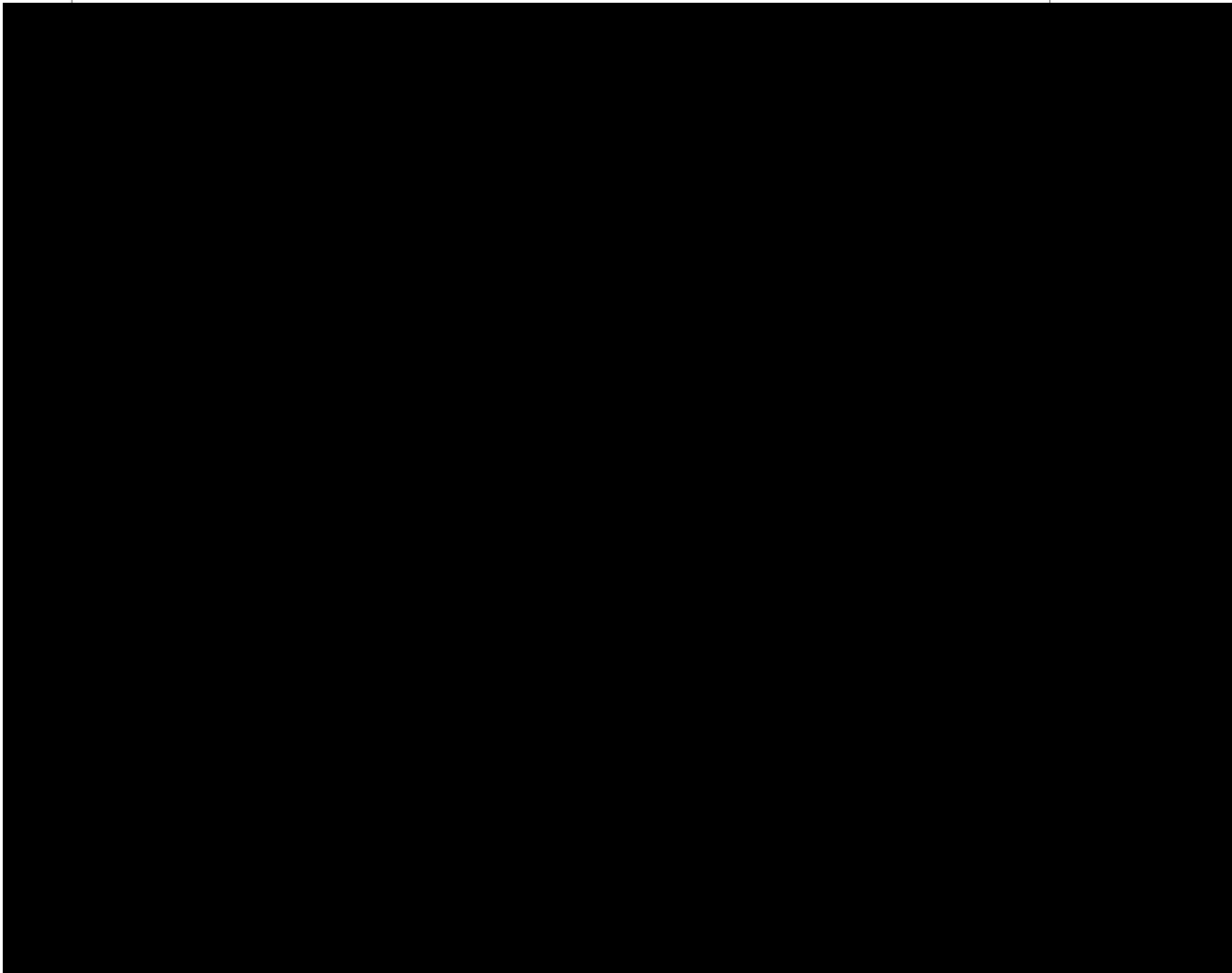
Other brands considered



Other brands considered



Other brands considered

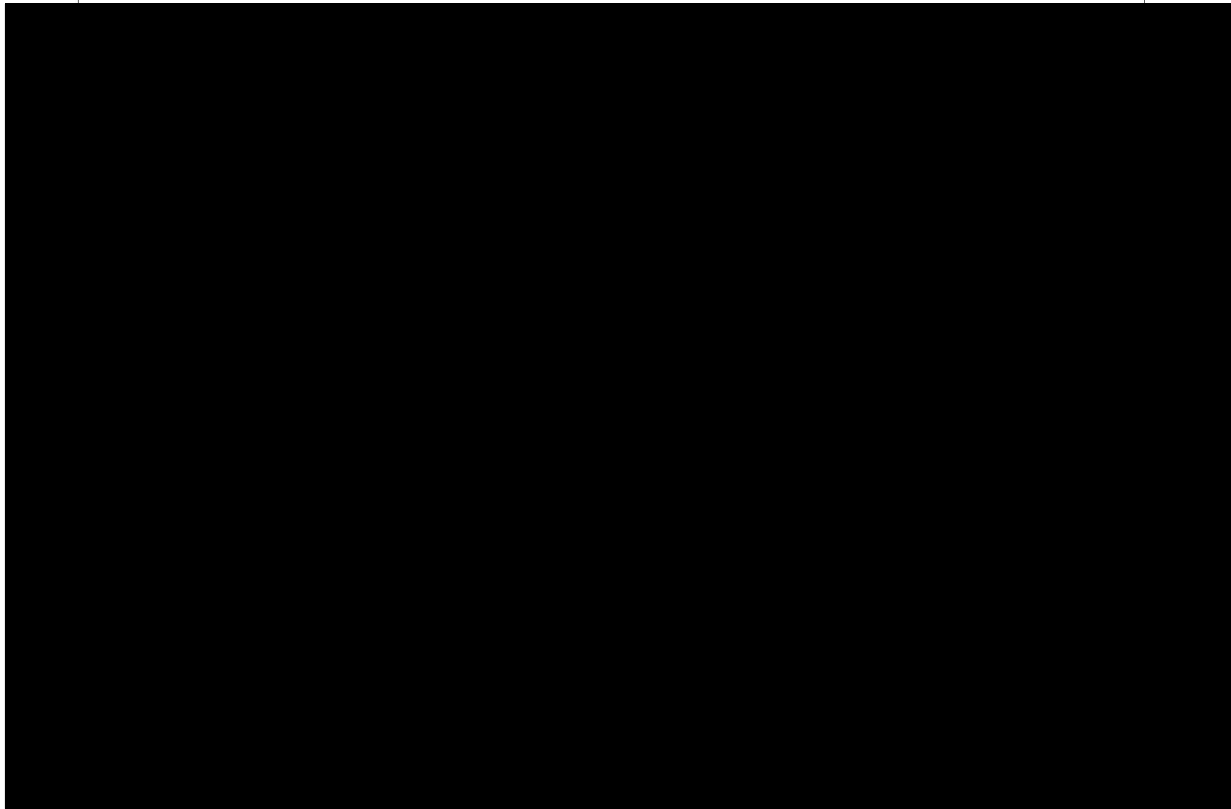




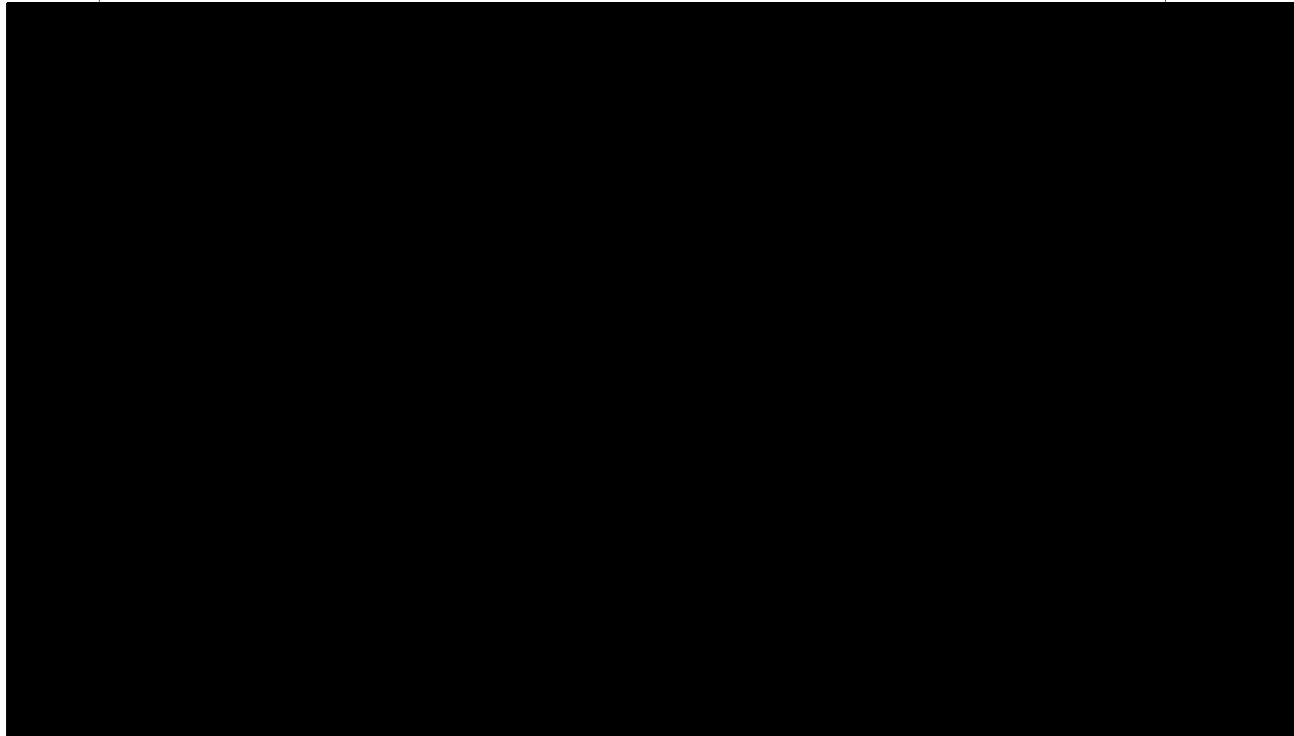
## Other brands considered trends

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Considered Google trends



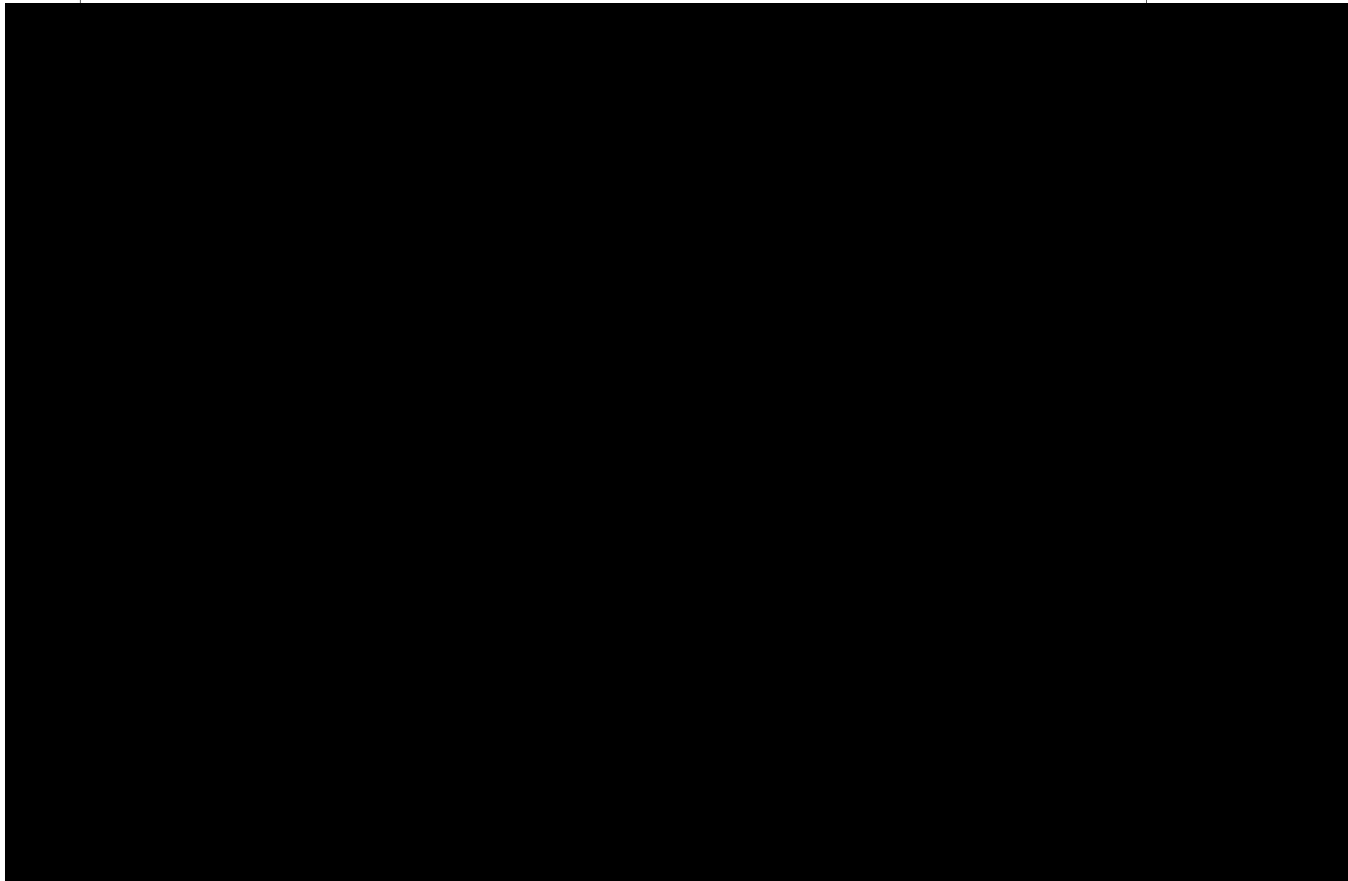
Considered Sony trends



## Reasons for considering other brands

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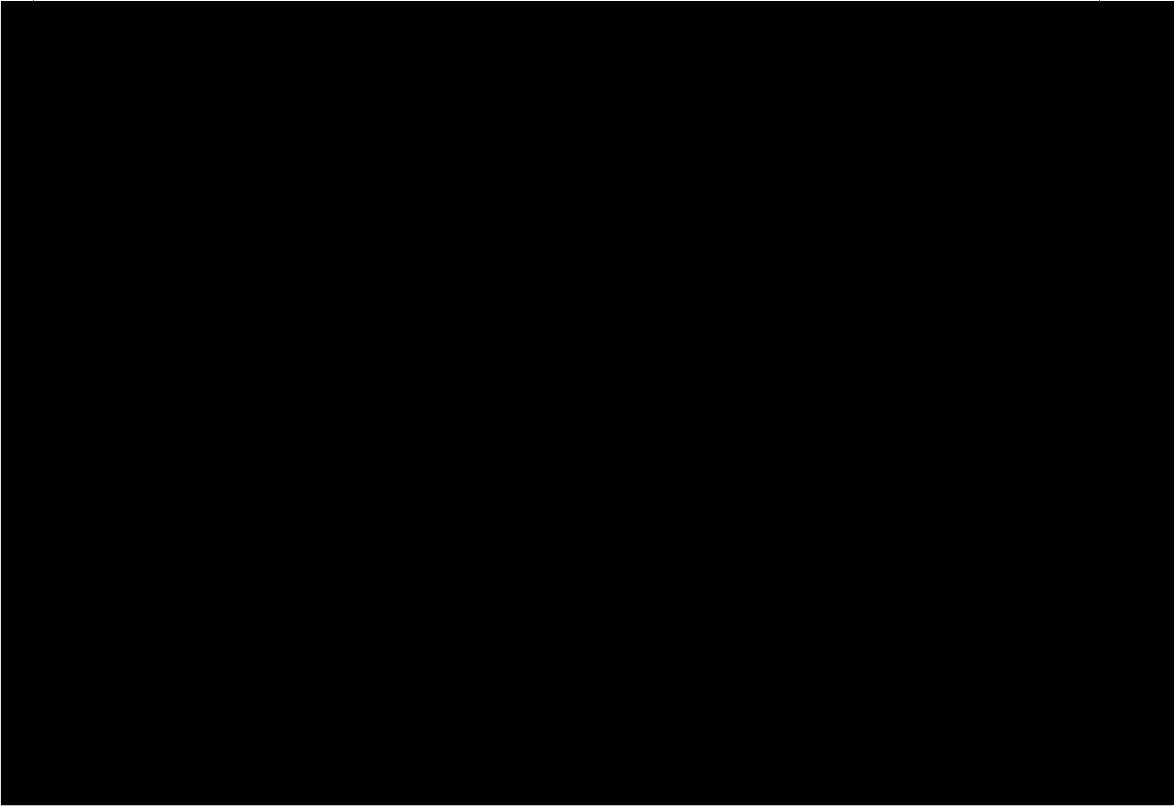
## Reasons for considering Sony smartphones



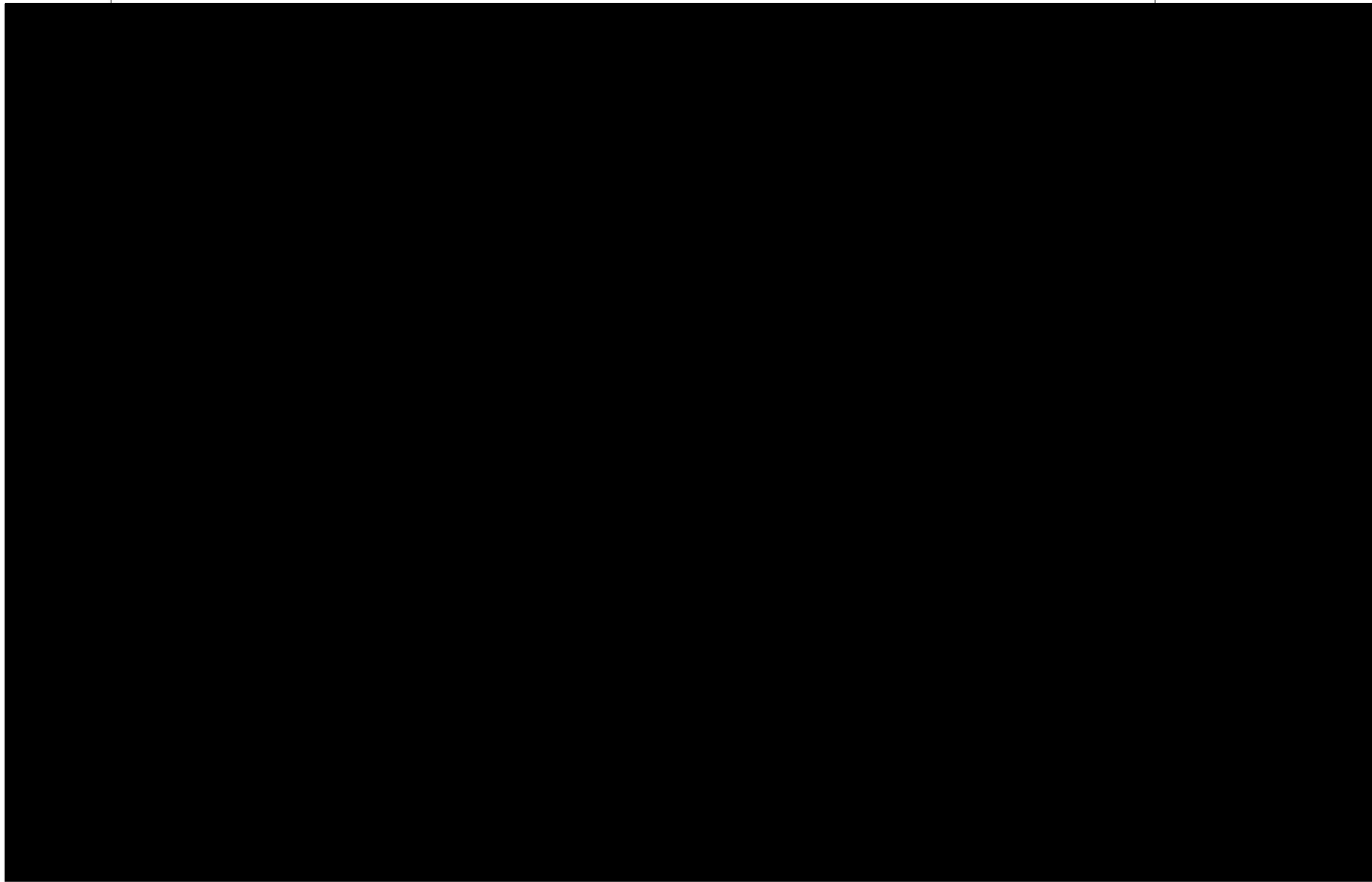
## iPhone financing

APPLE CONFIDENTIAL 214

iPhone financing

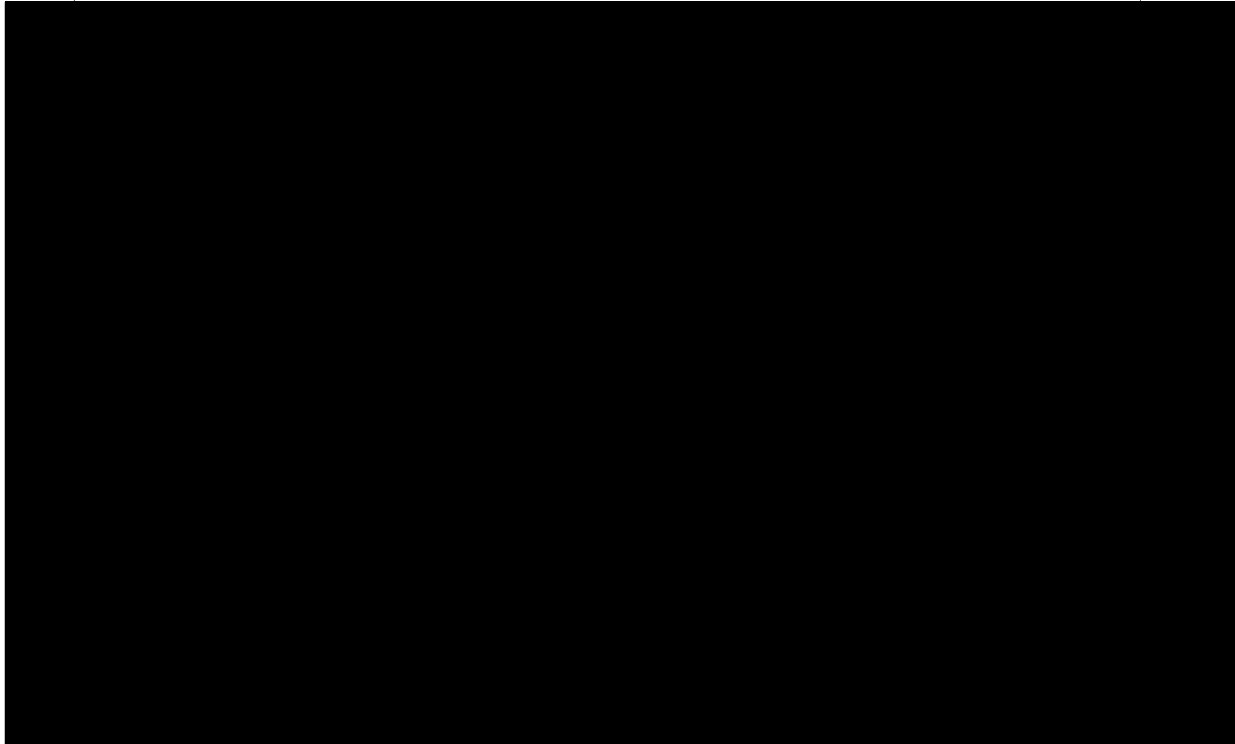


iPhone financing

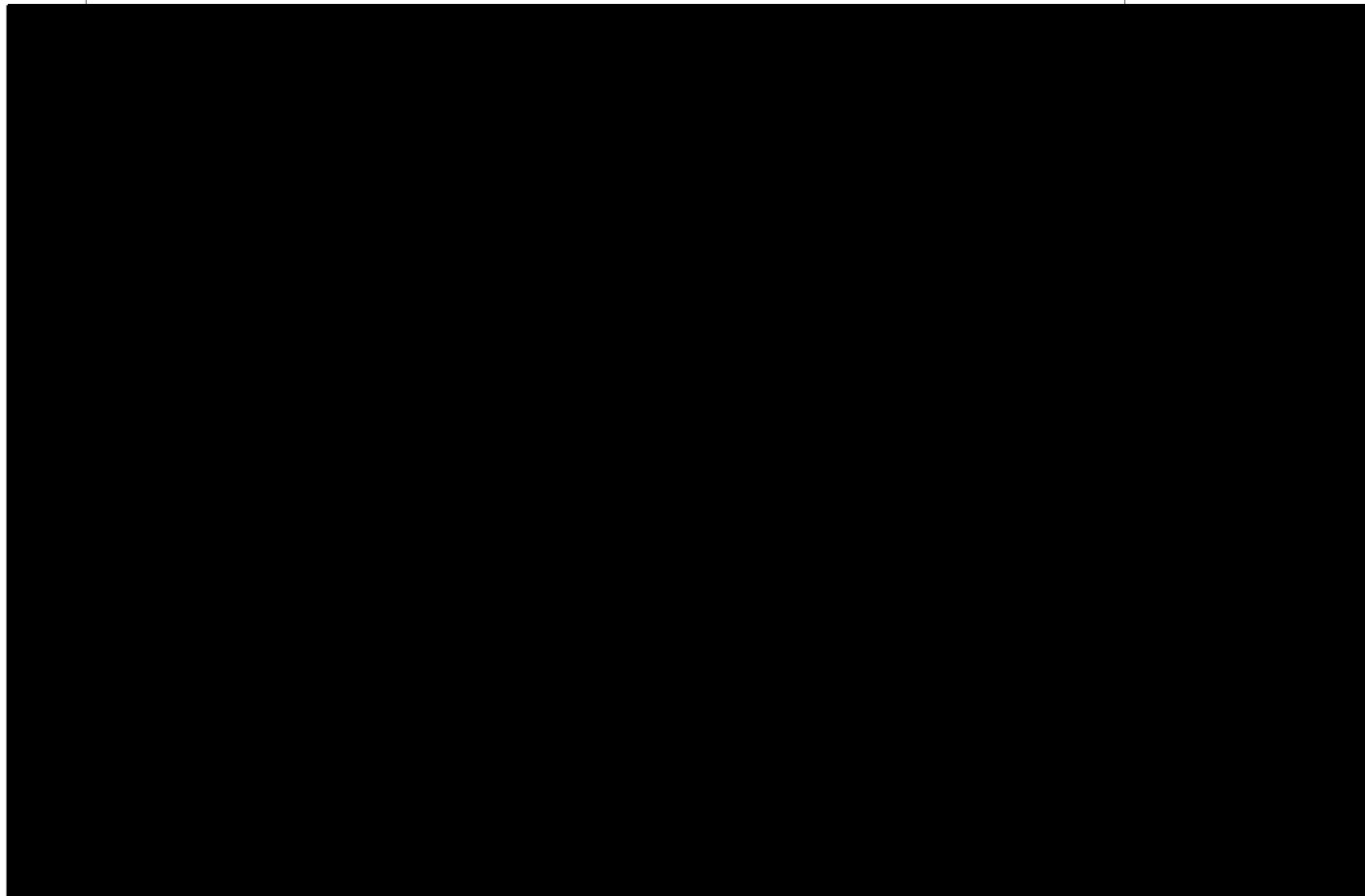




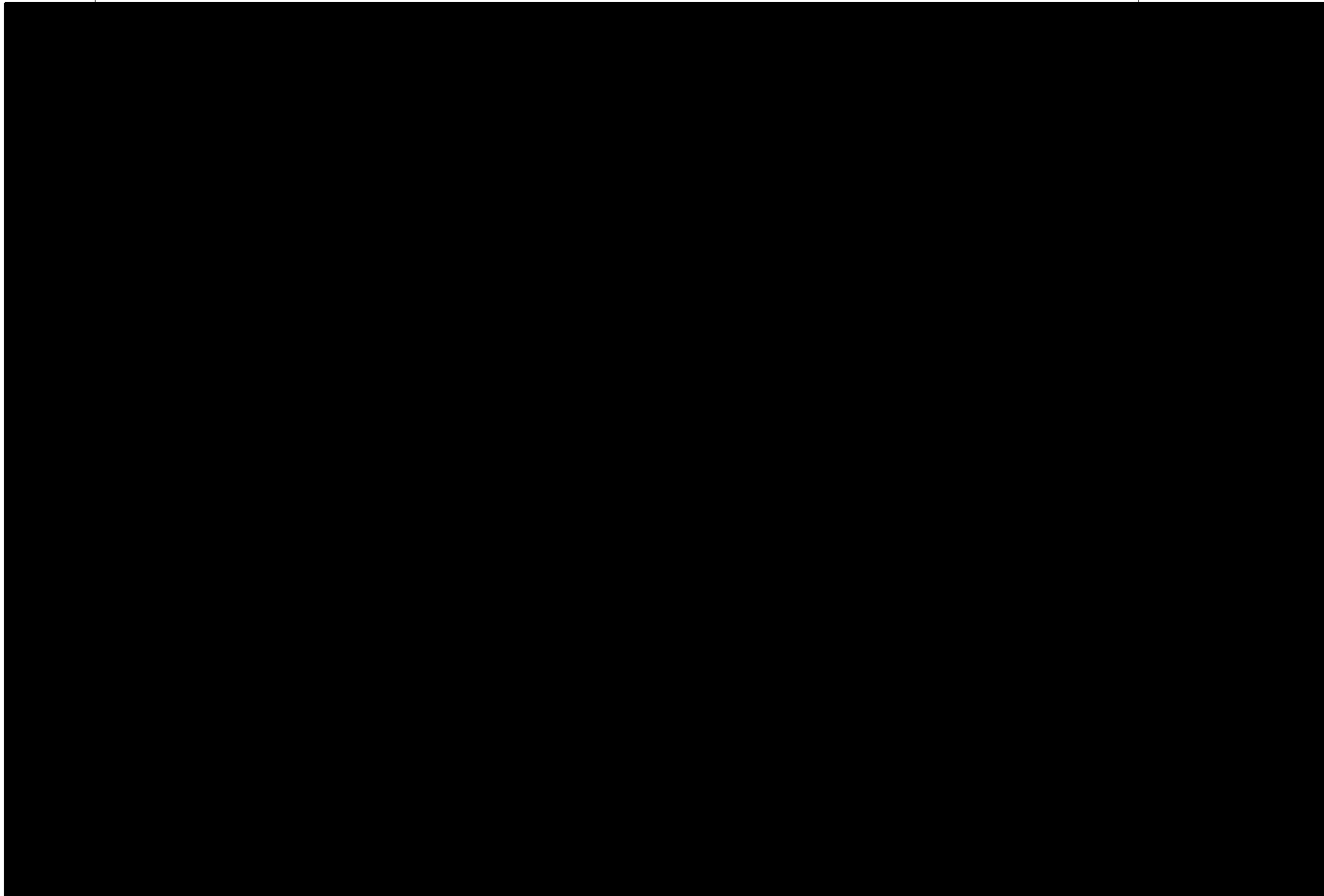
iPhone financing



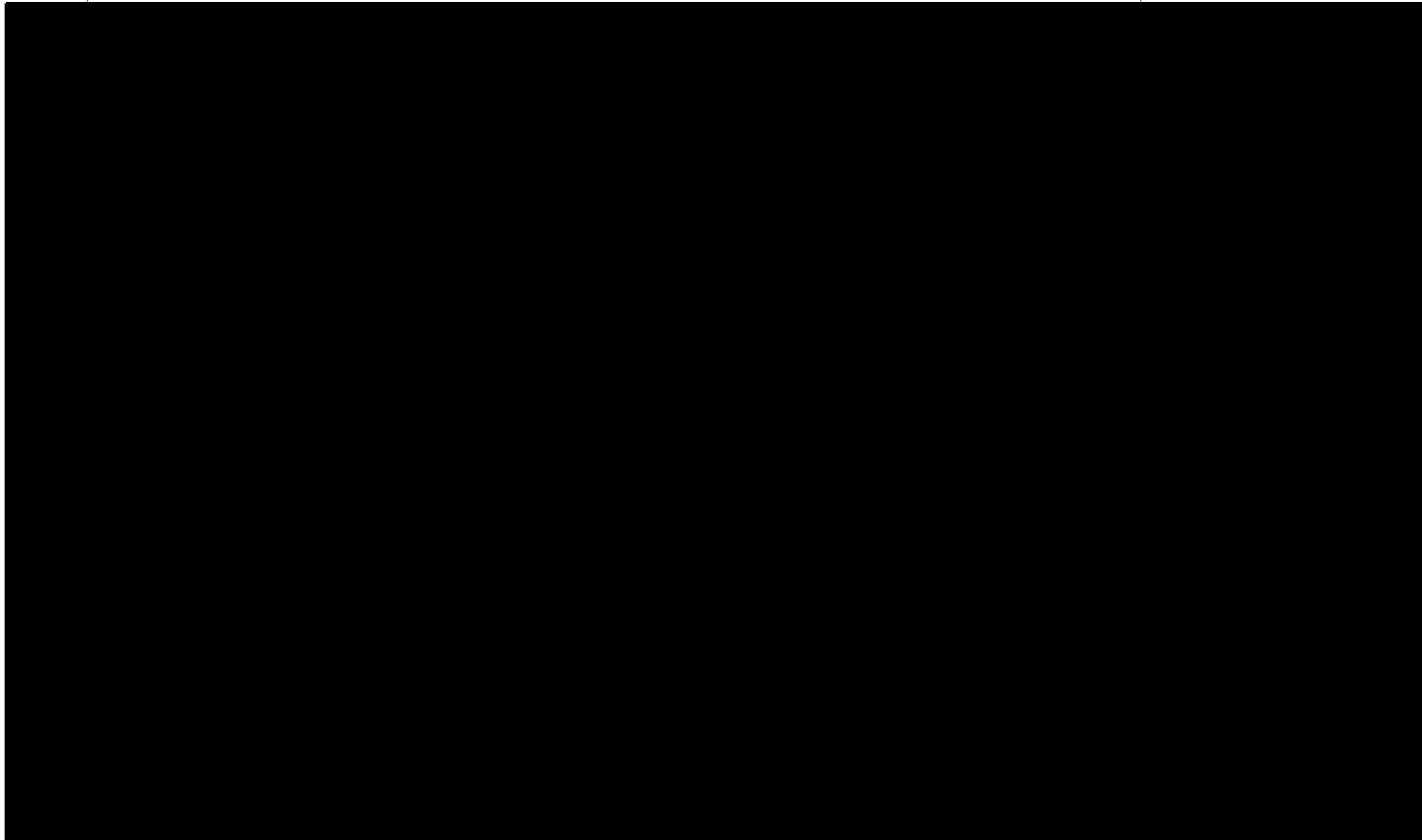
iPhone financing



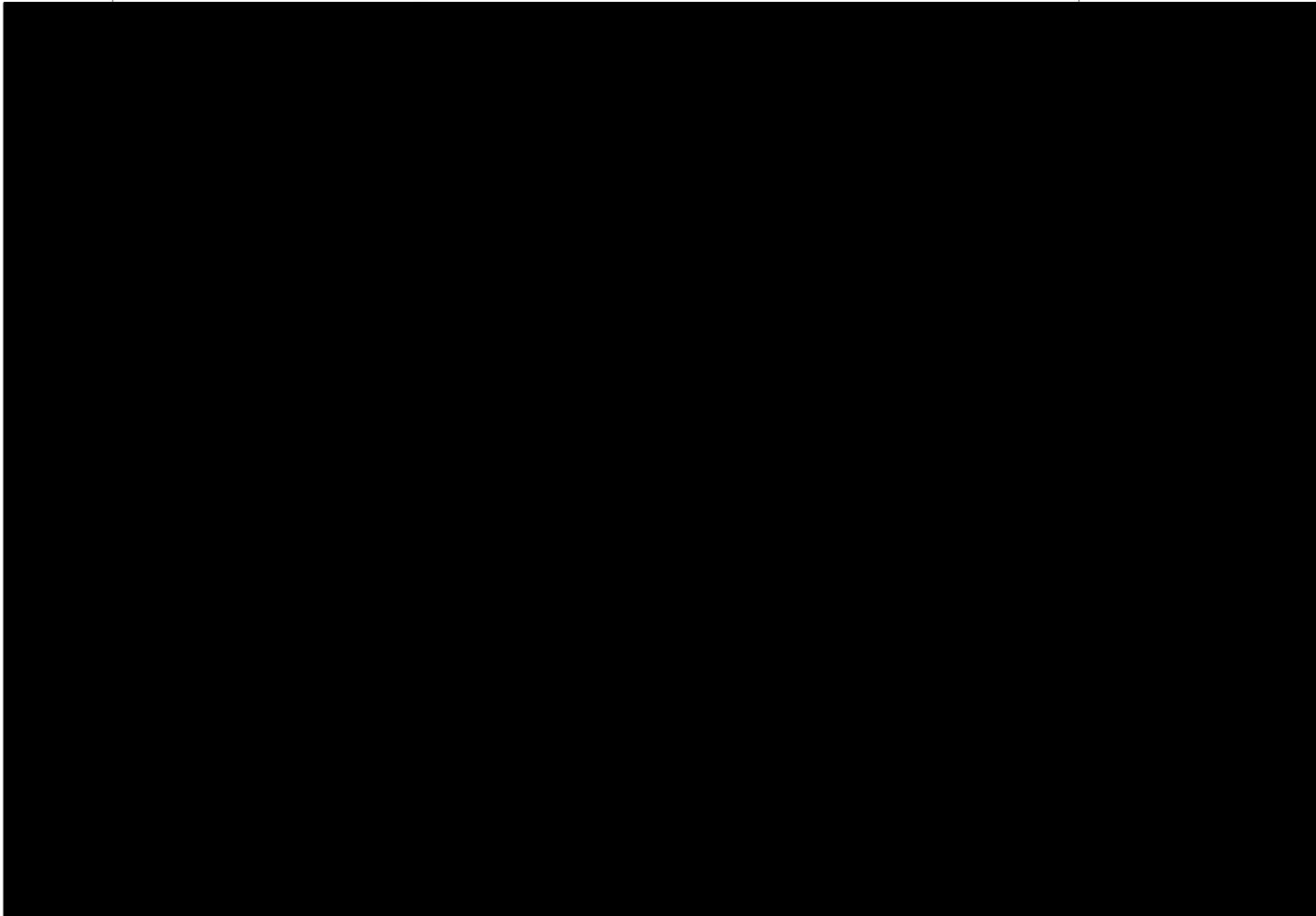
iPhone financing



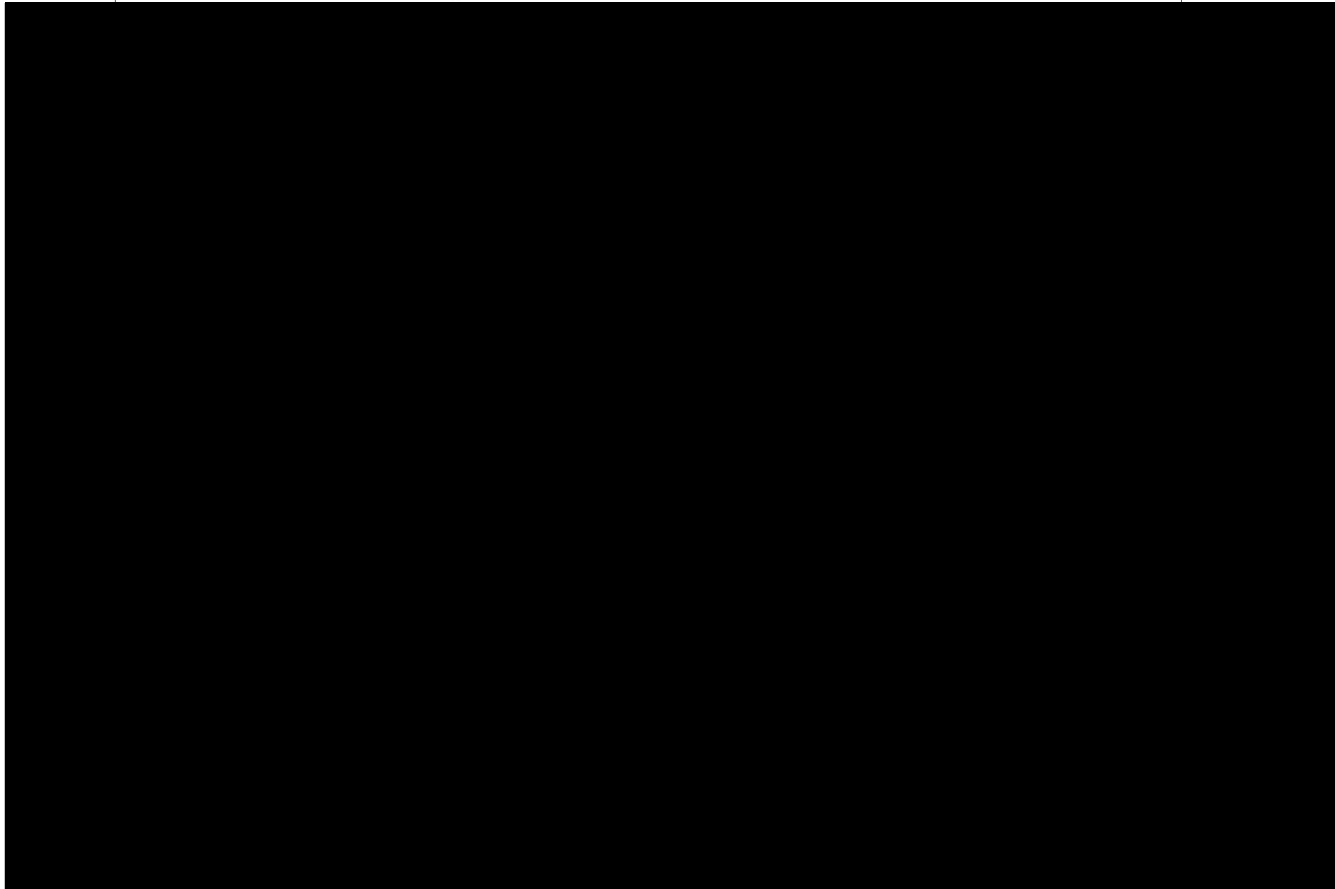
iPhone financing



Receives monthly credit



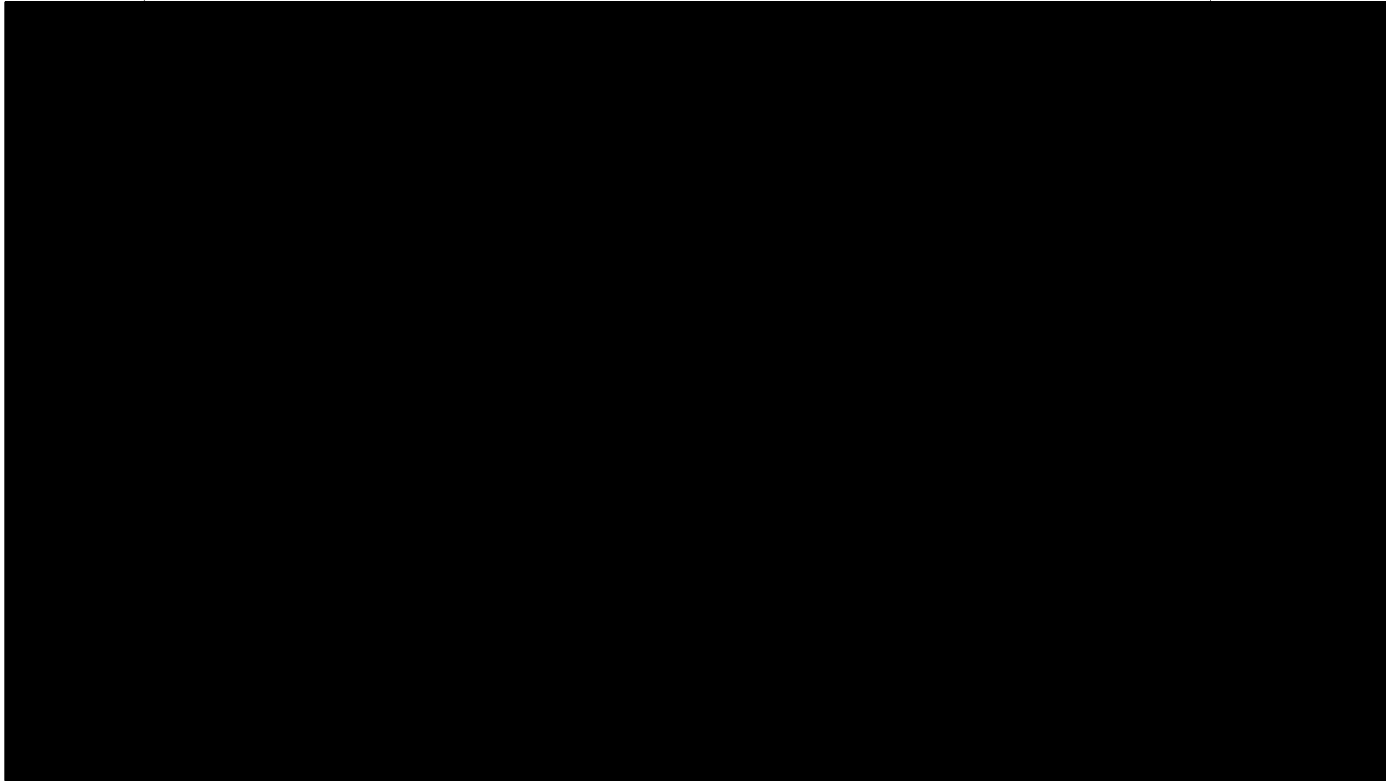
Receives monthly credit



Buy mix detailed results

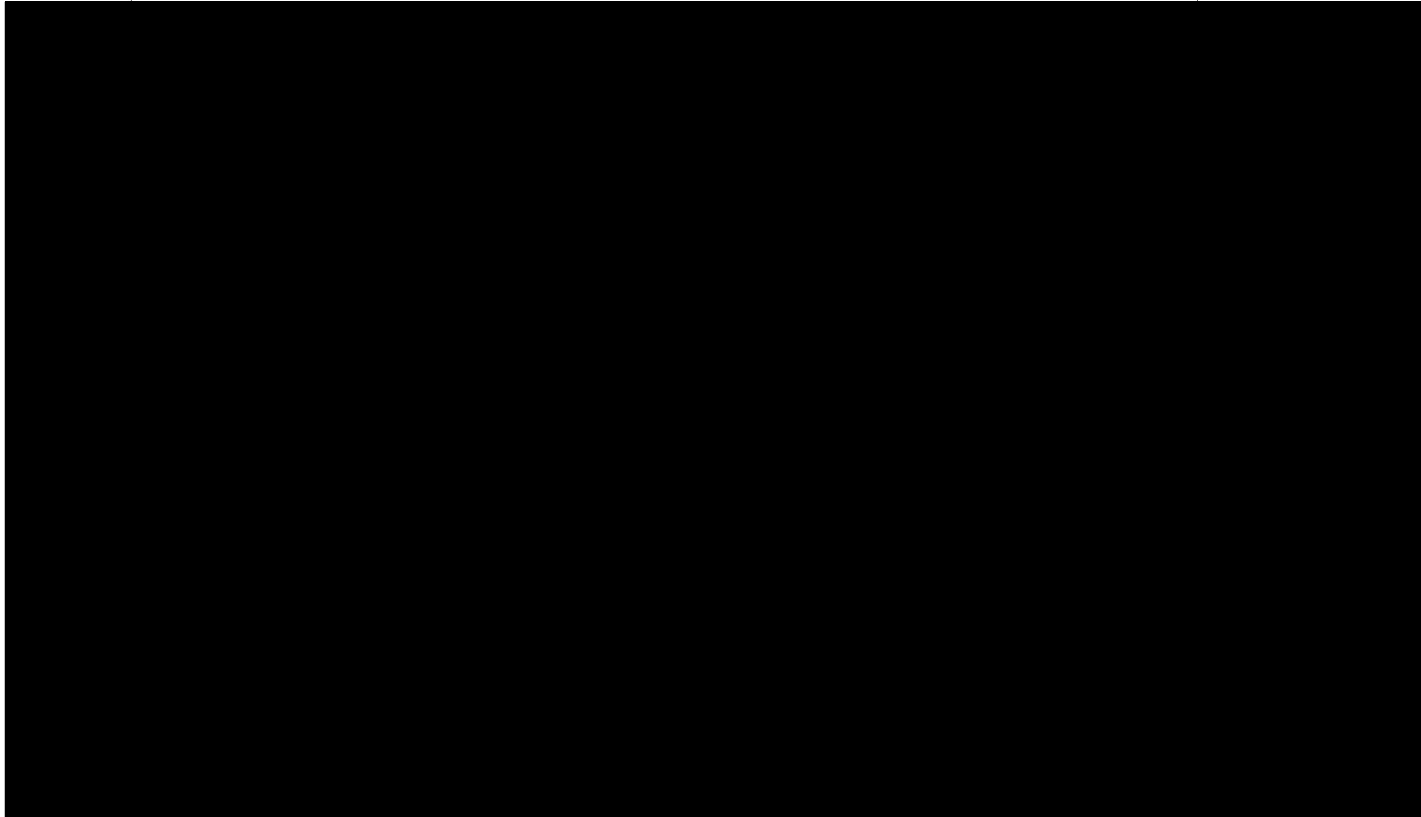
APPLE CONFIDENTIAL 225

Buy mix

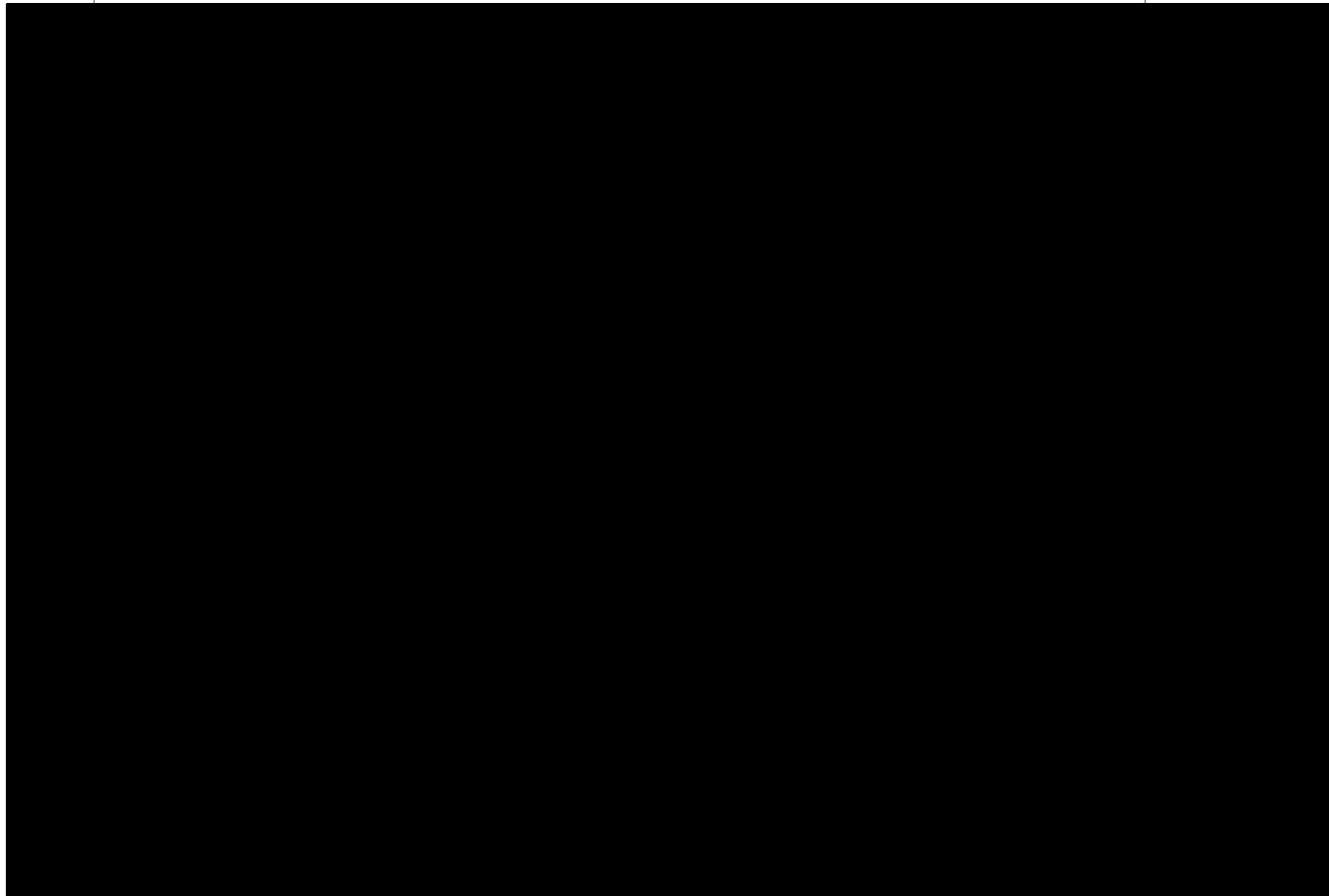




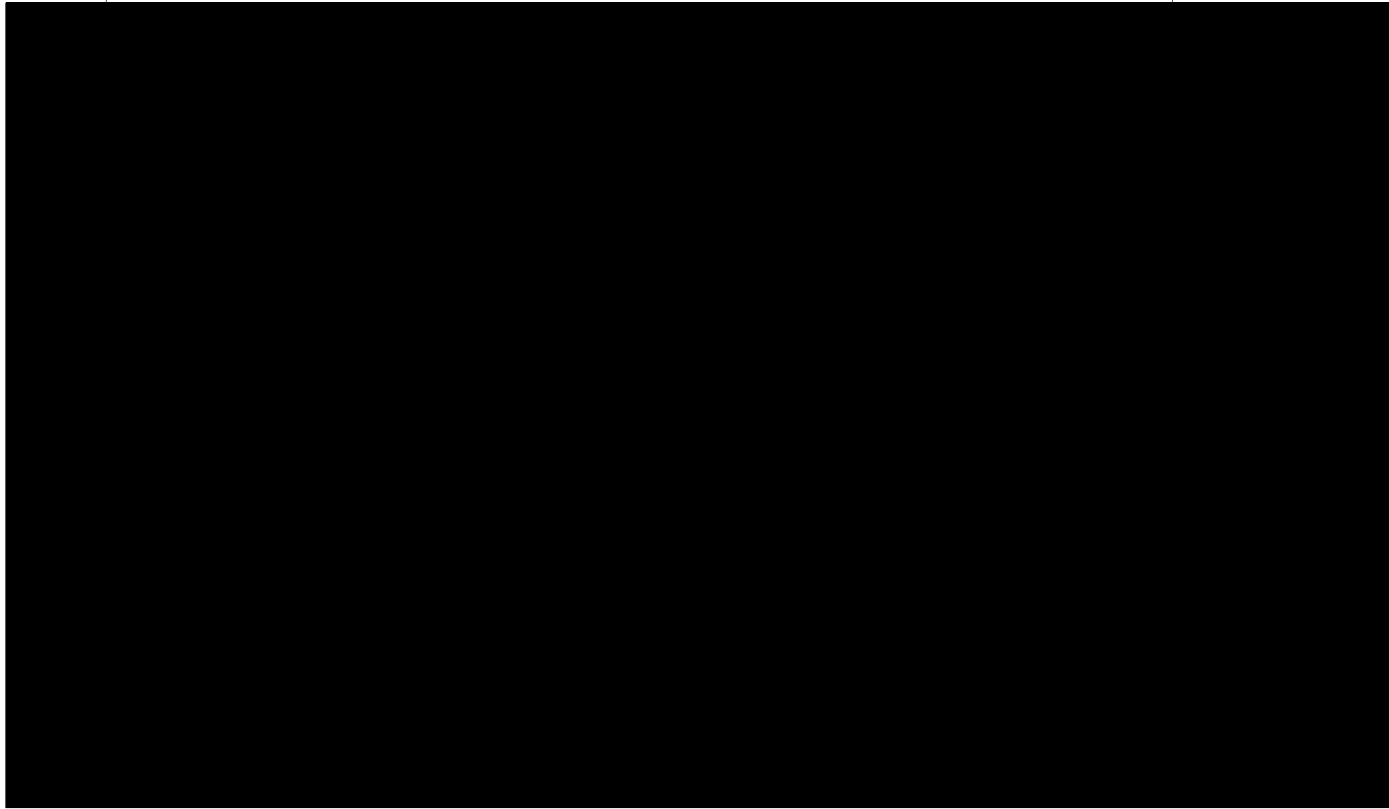
Buy mix



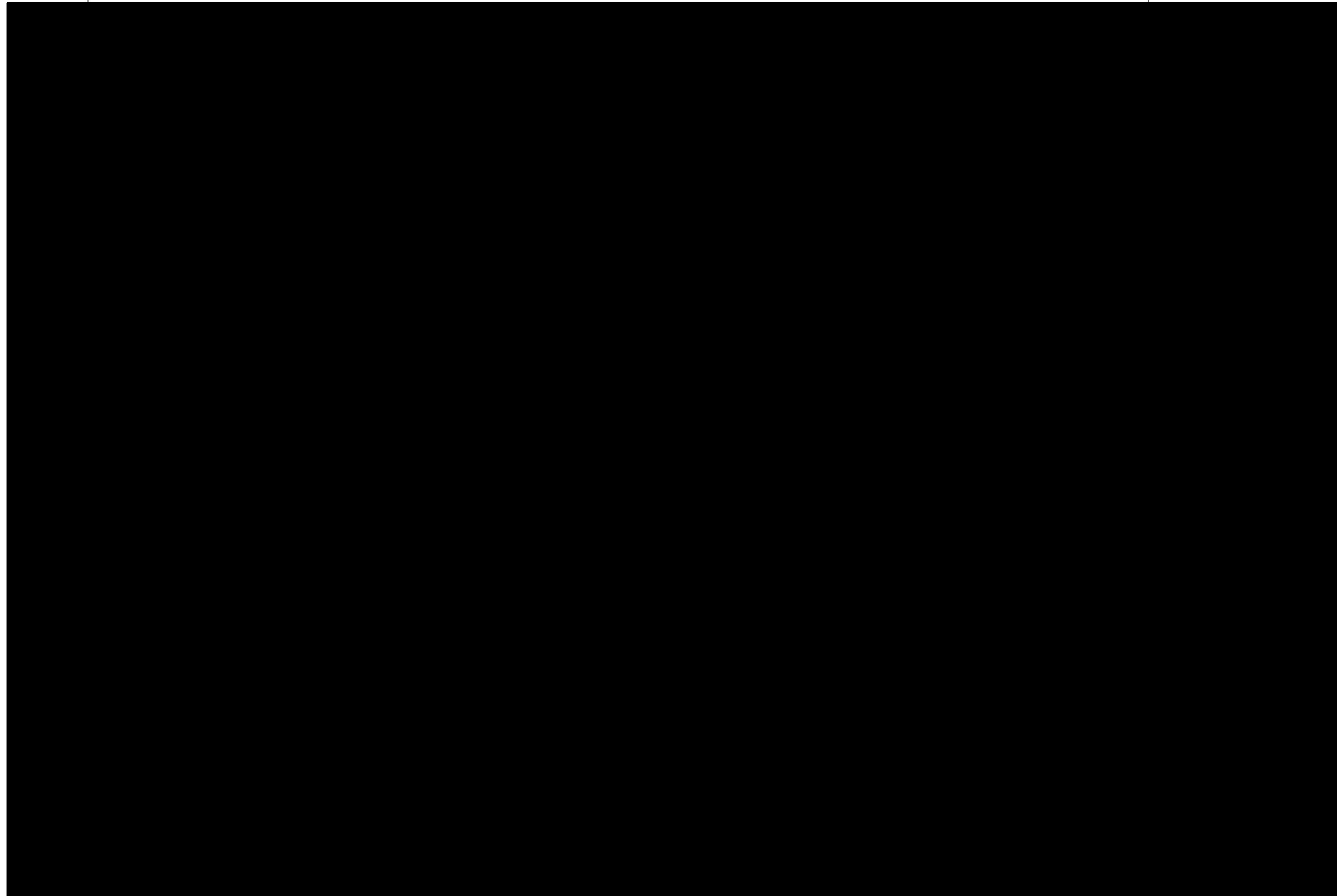
Buy mix detail



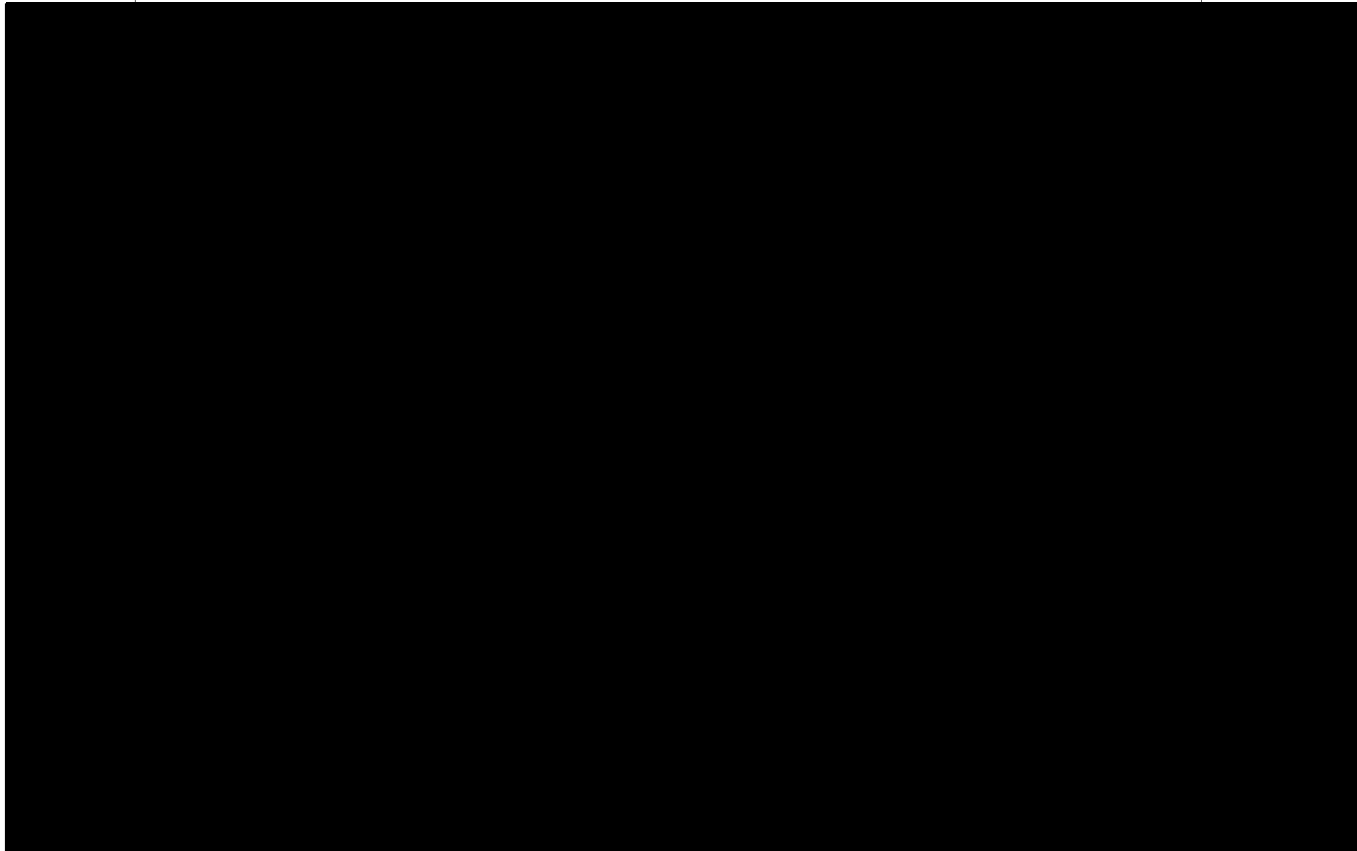
Buy mix detail



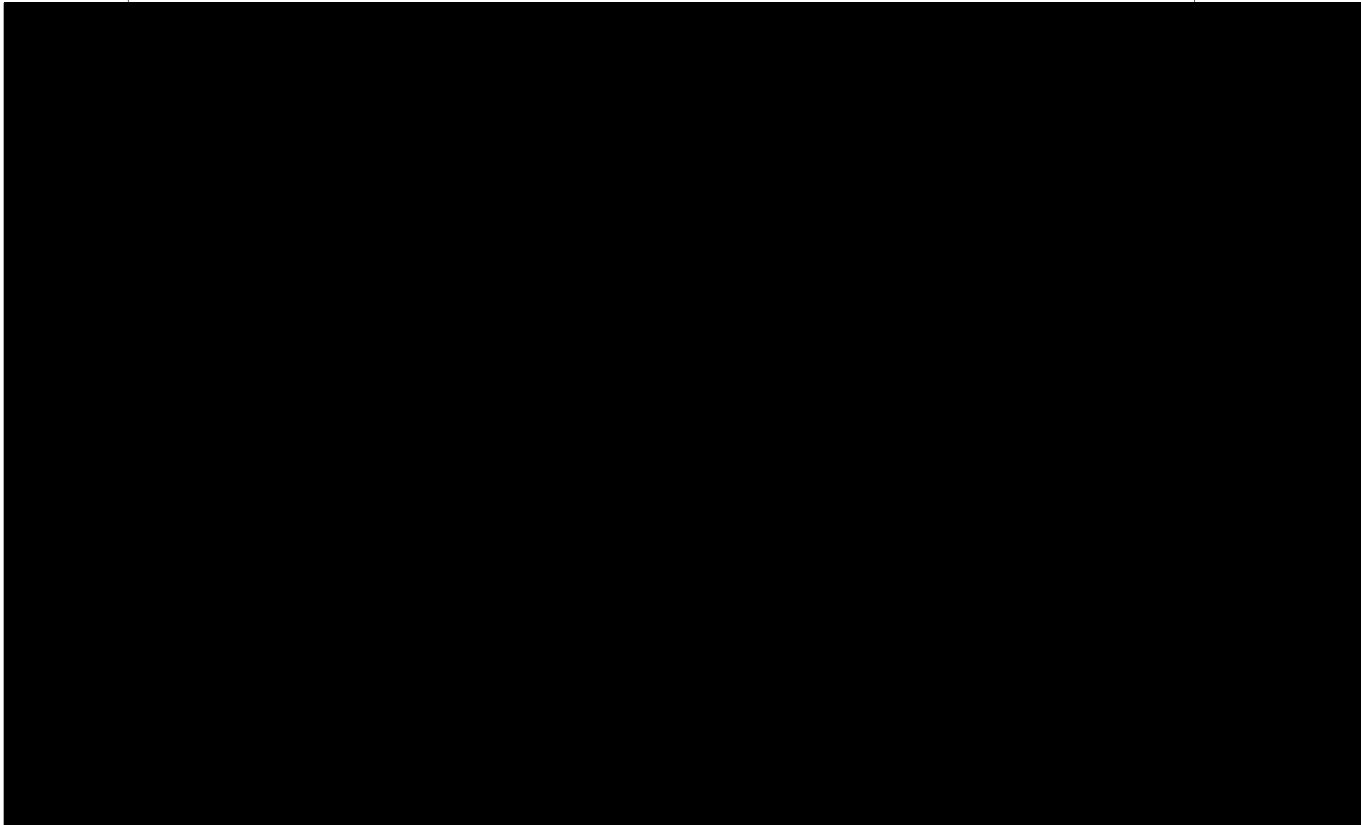
Buy mix detail



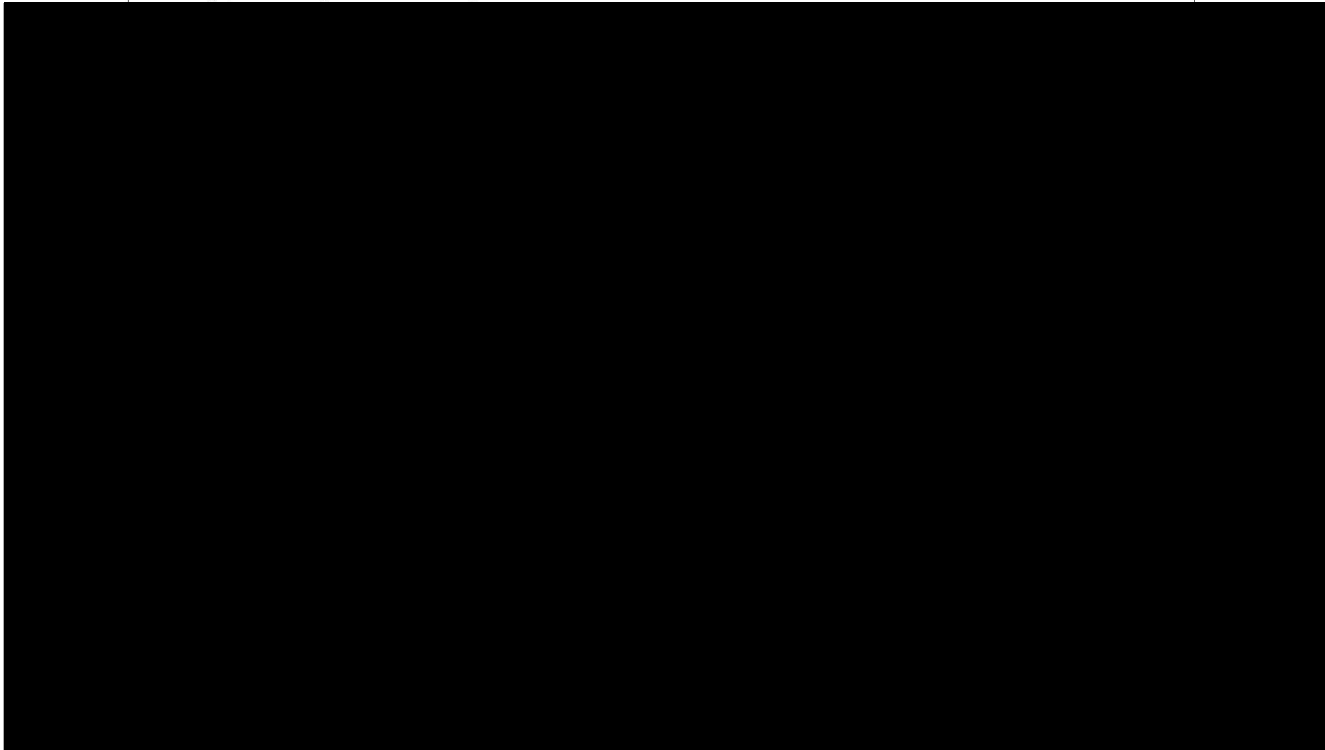
Replaced a phone



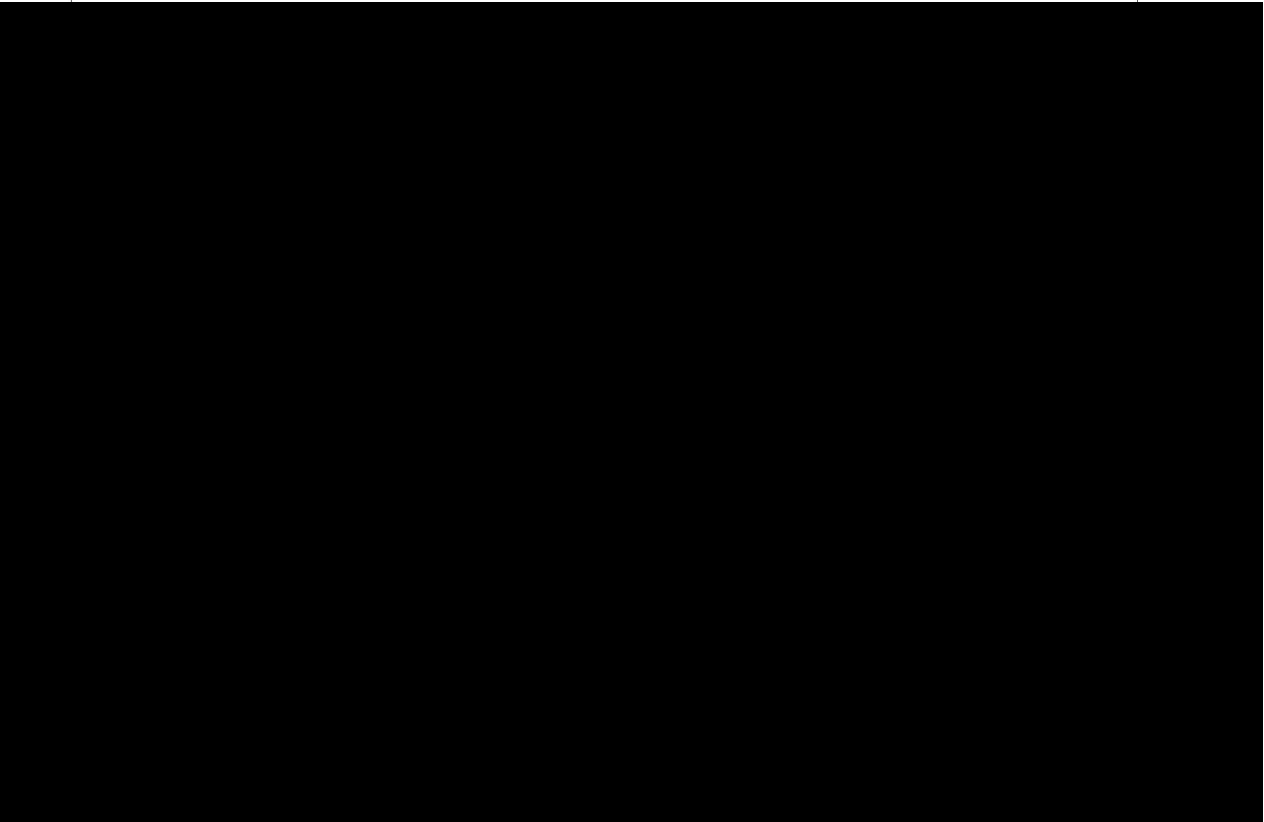
Type of phone replaced



Type of phone replaced

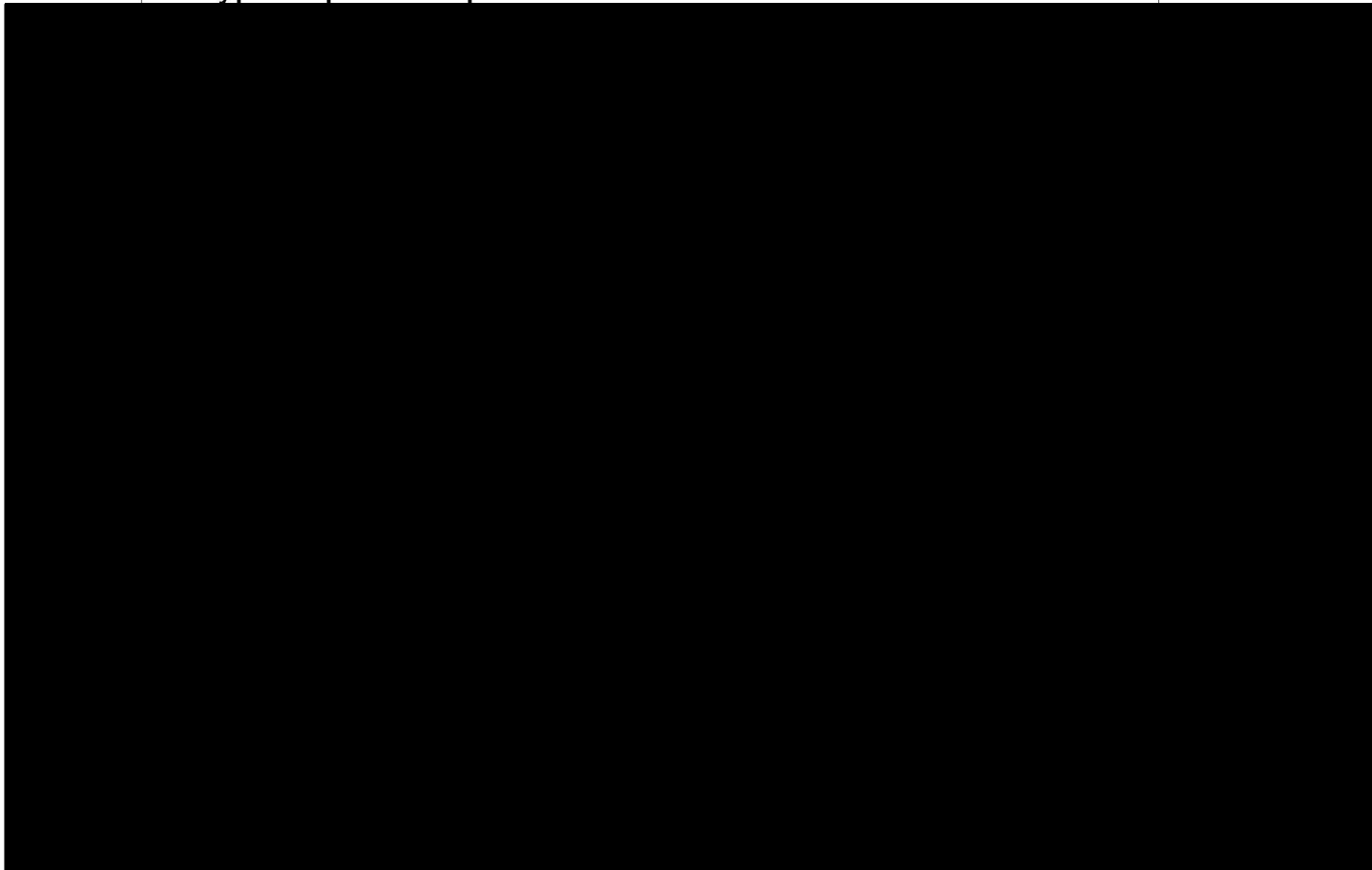


Replaced an iPhone

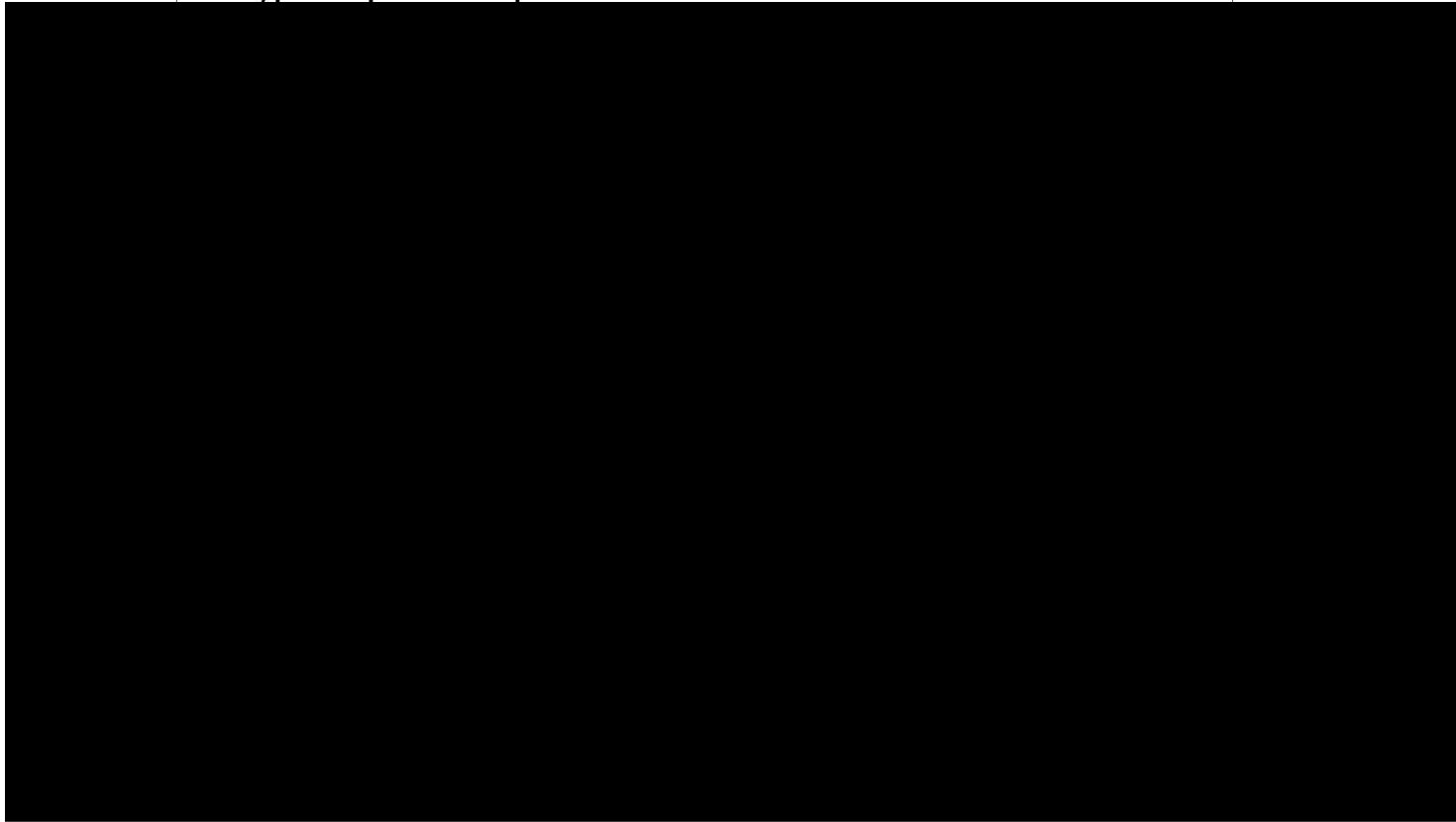




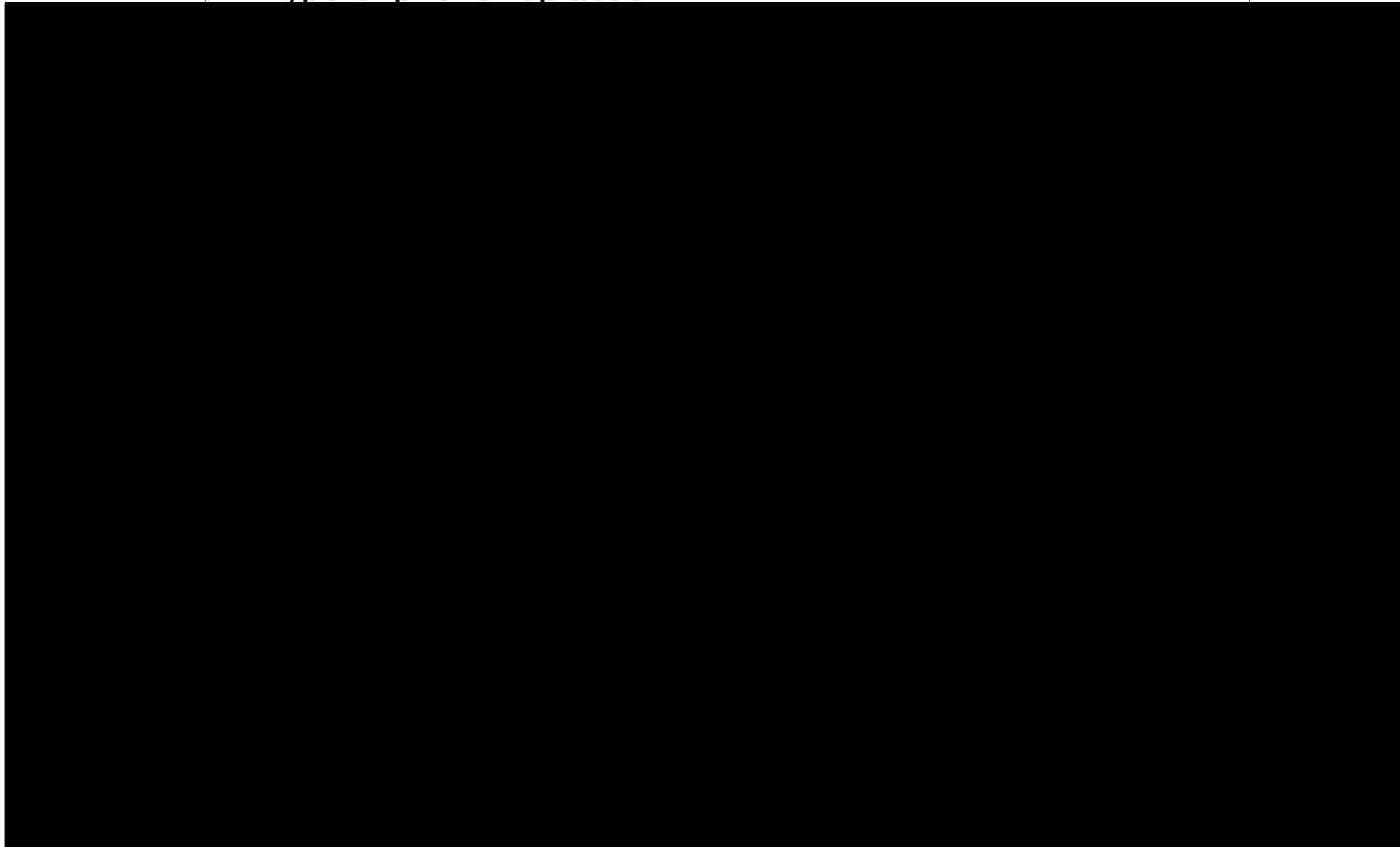
Type of phone replaced



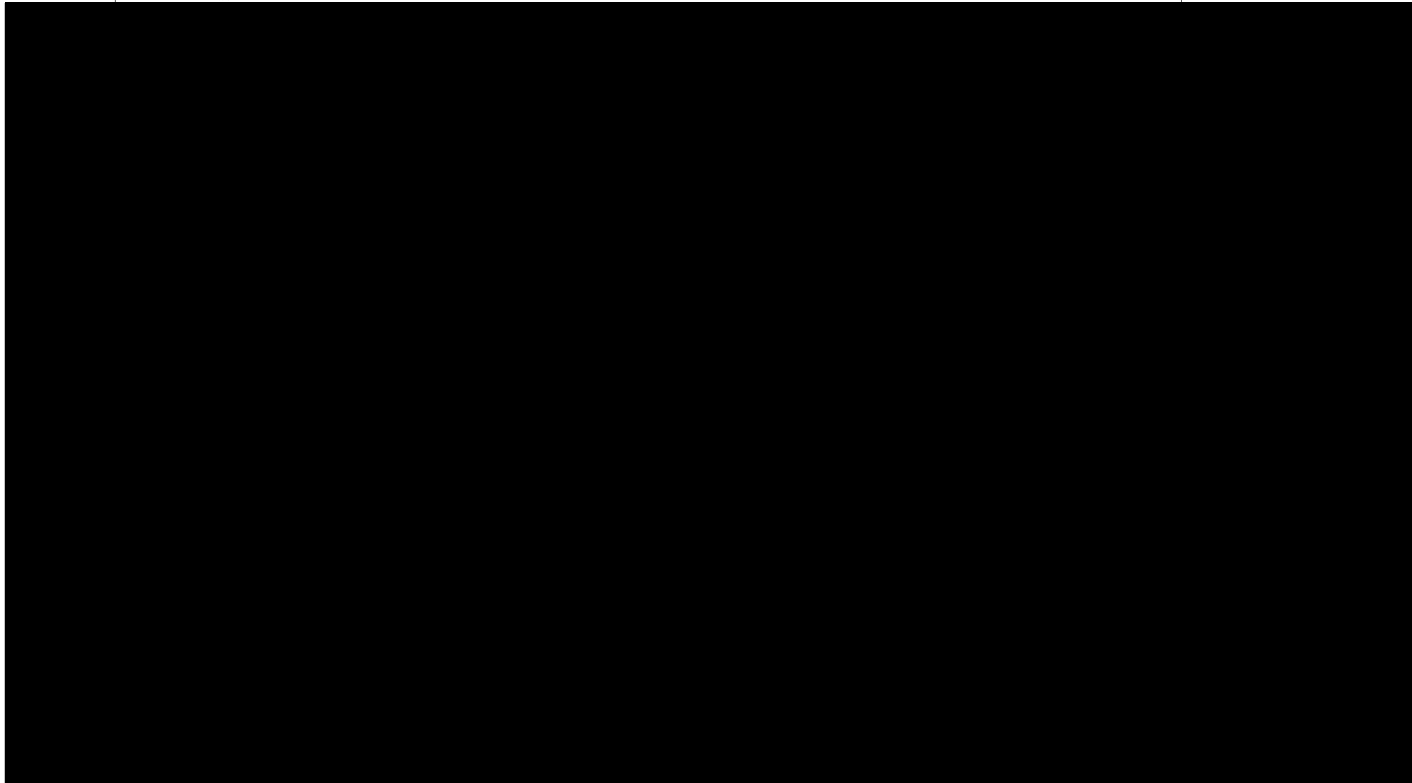
Type of phone replaced



Type of phone replaced



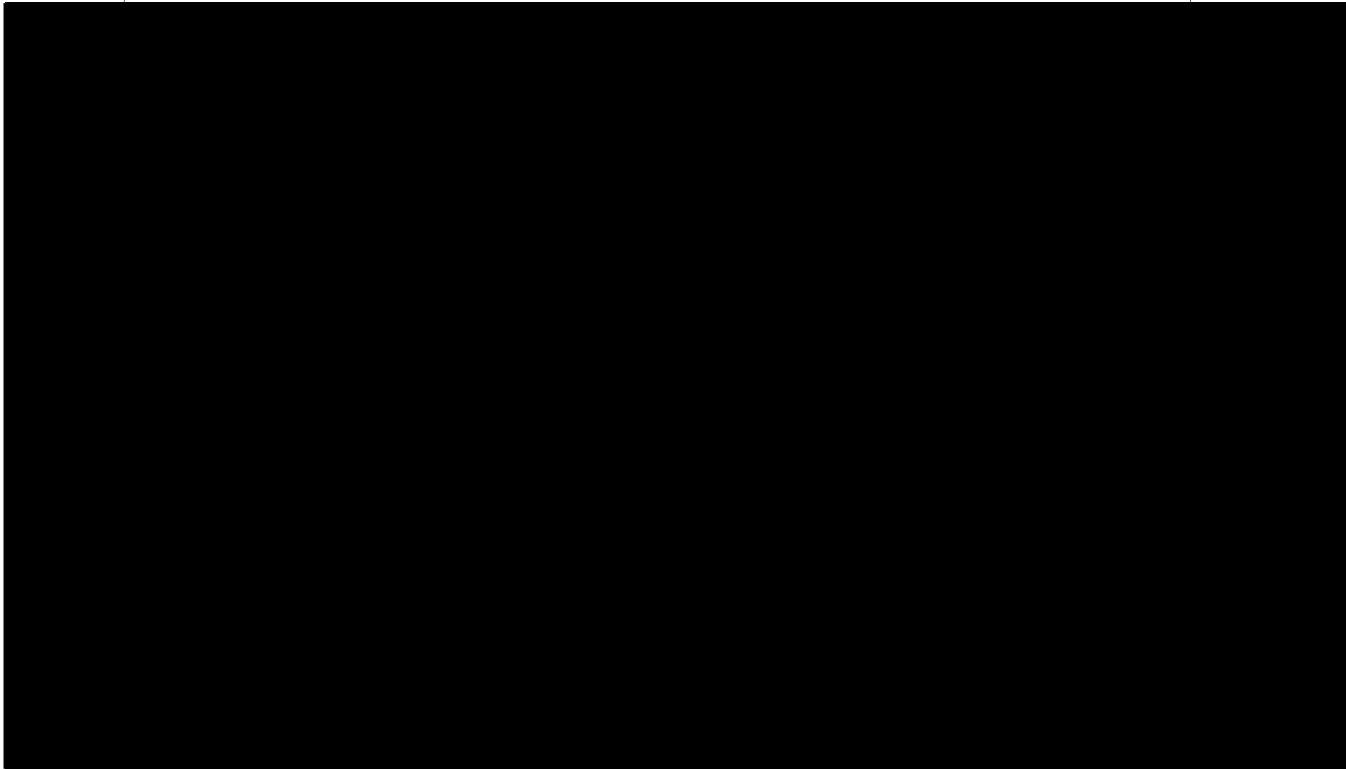
Replaced an Android



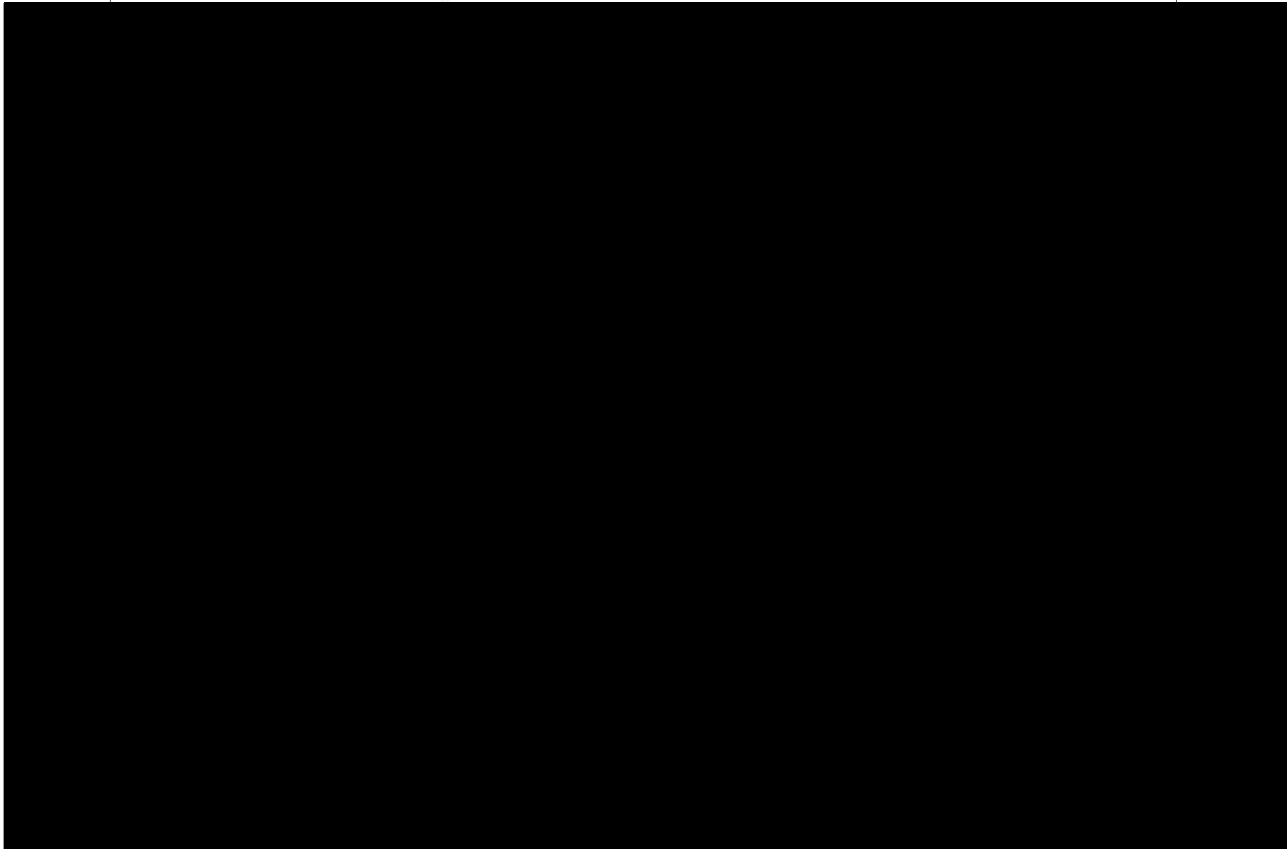
Replaced an iPhone



Replaced an iPhone



iPhone model replaced

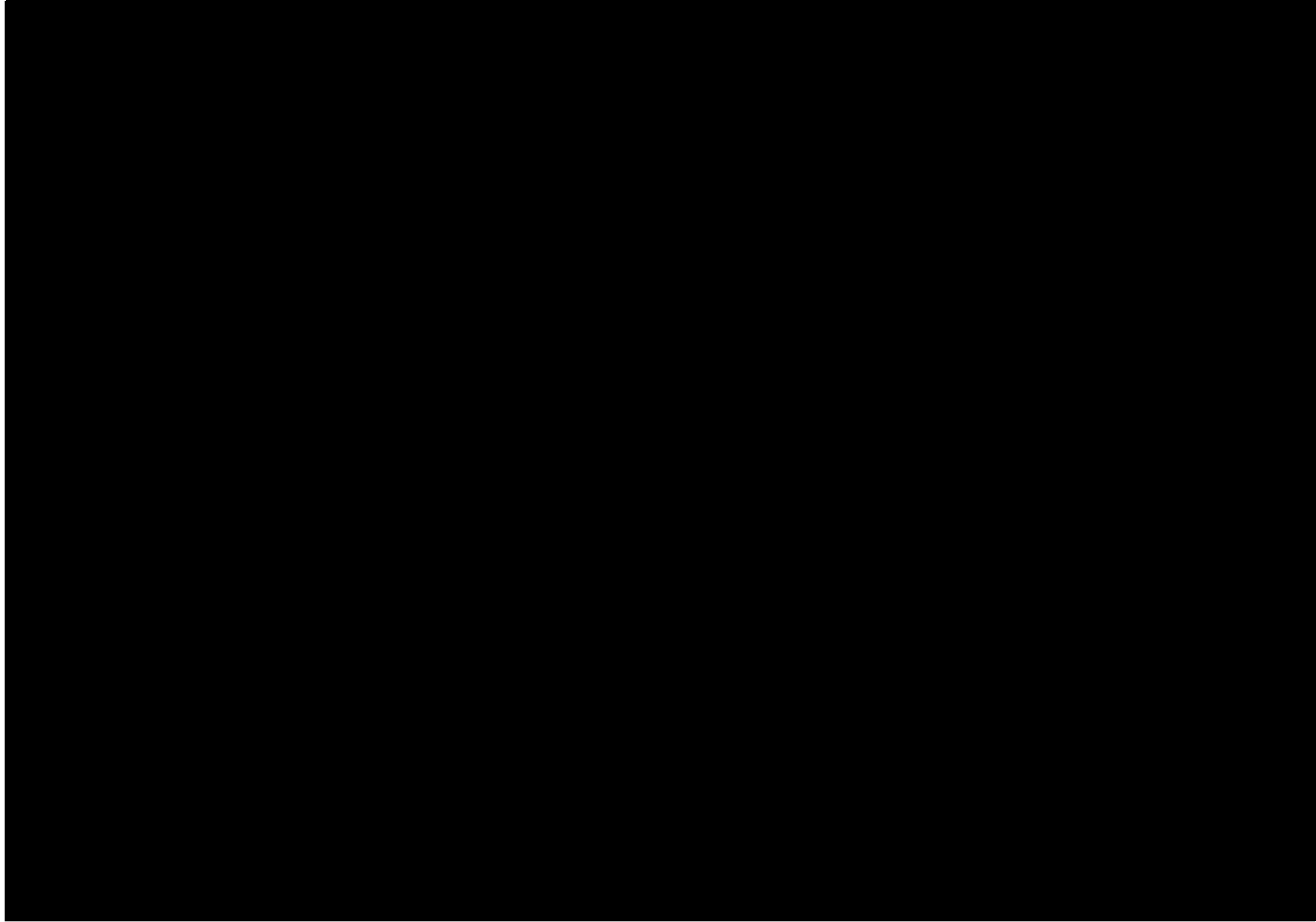


iPhone model replaced

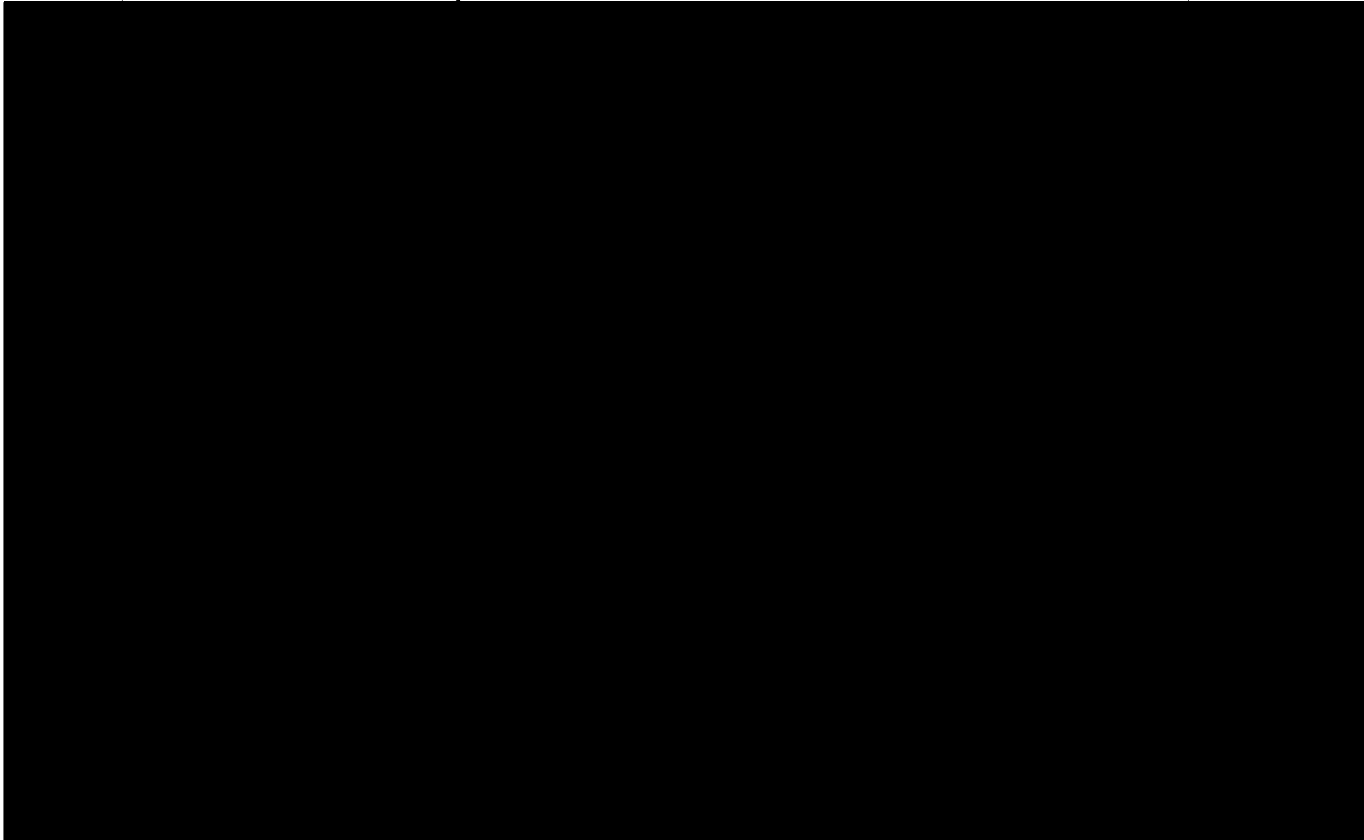




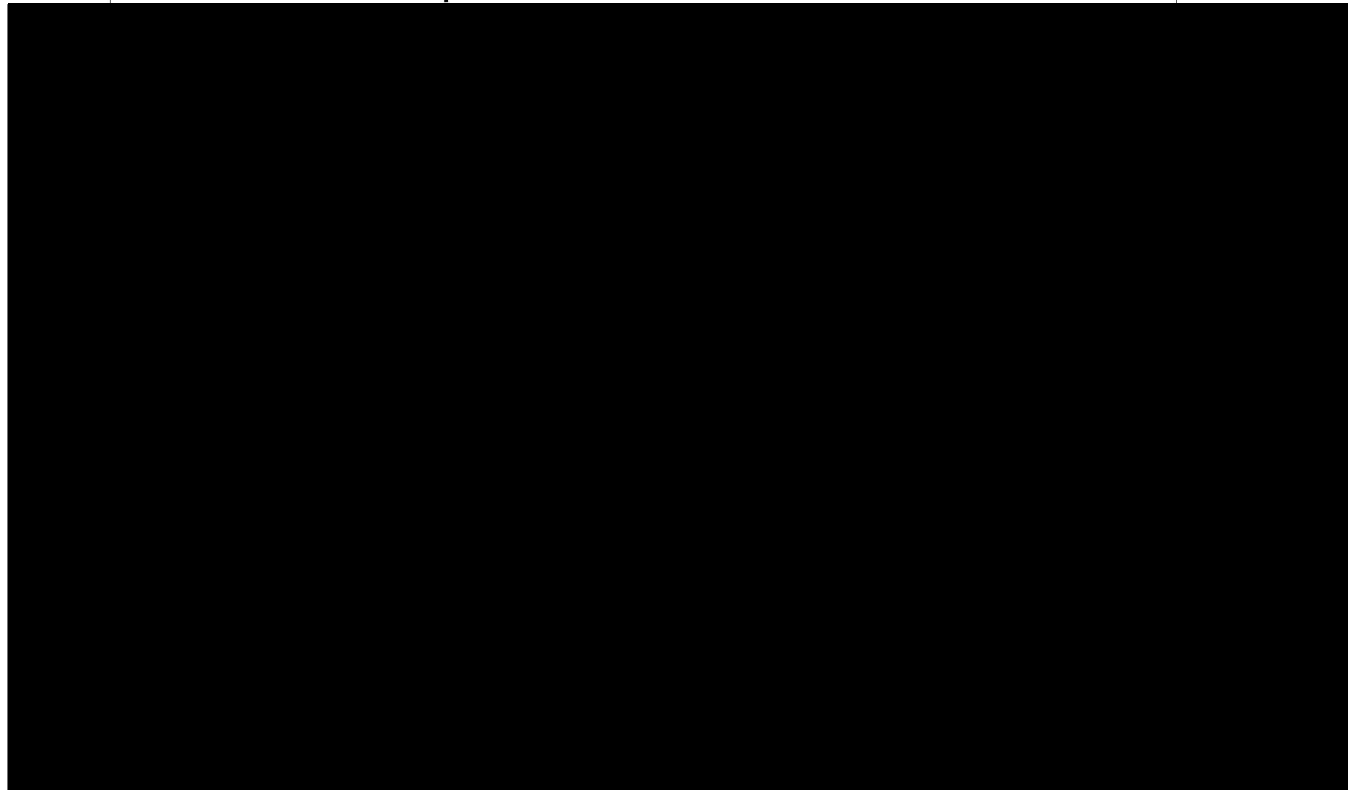
iPhone model replaced



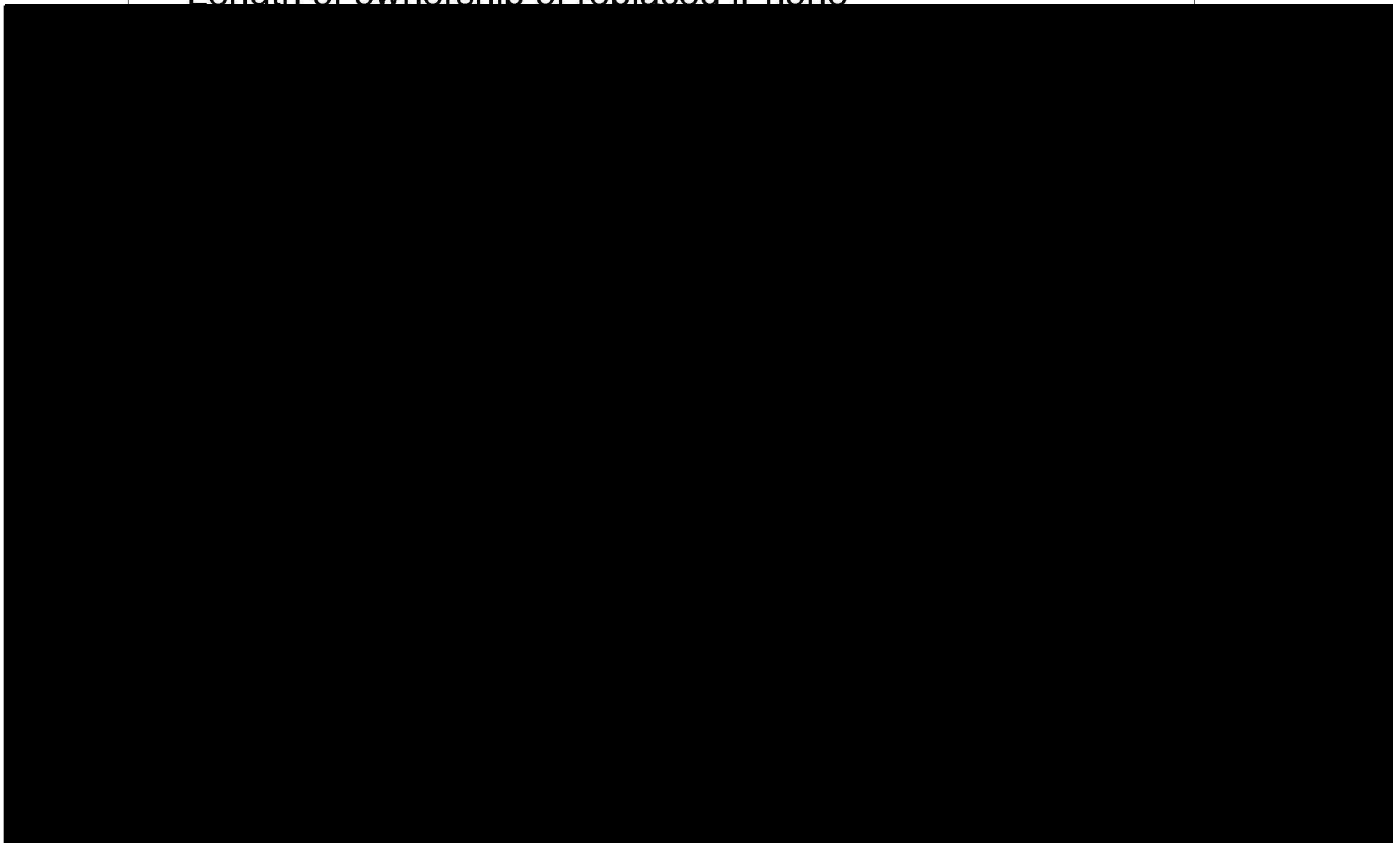
iPhone model replaced



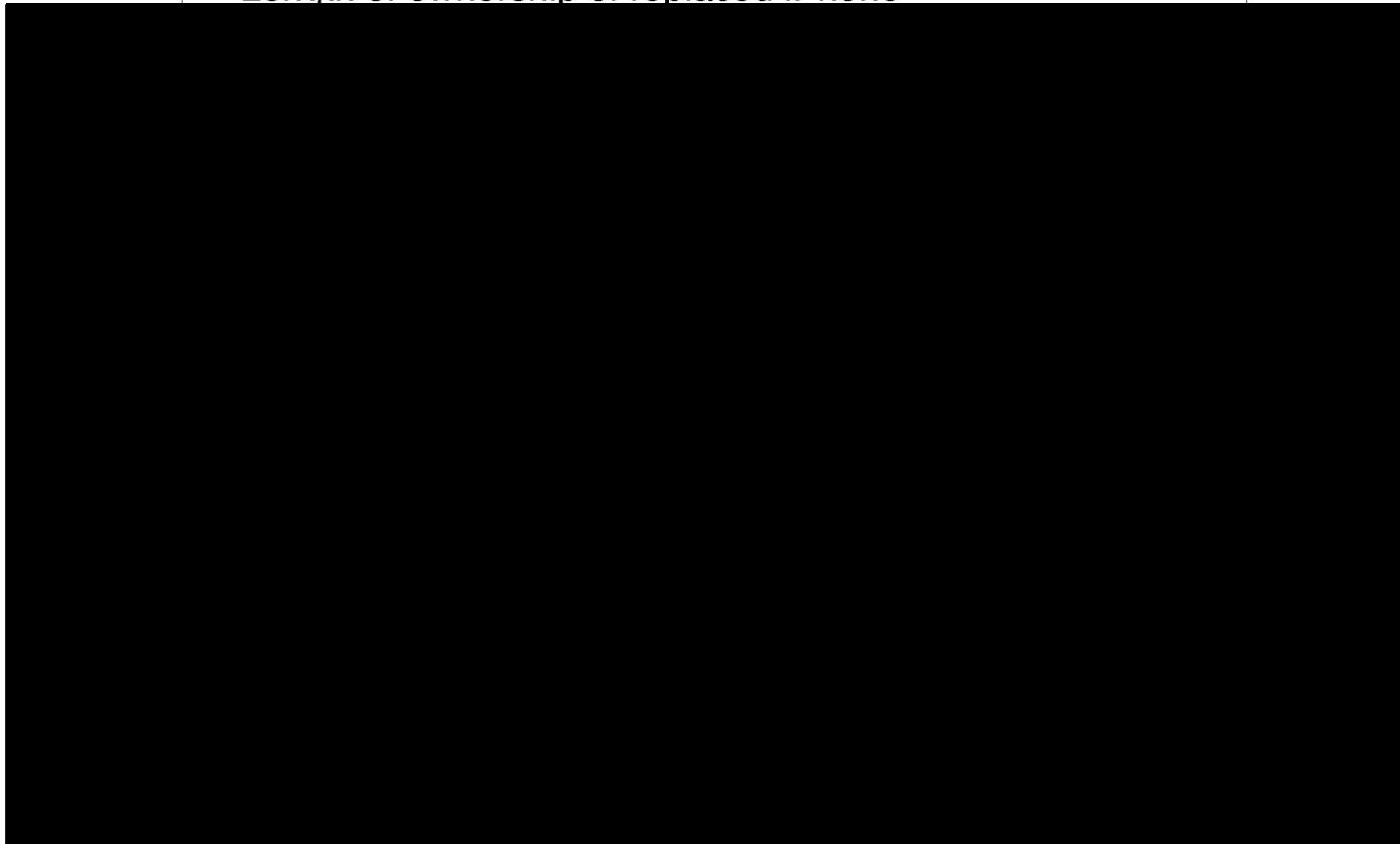
iPhone model replaced



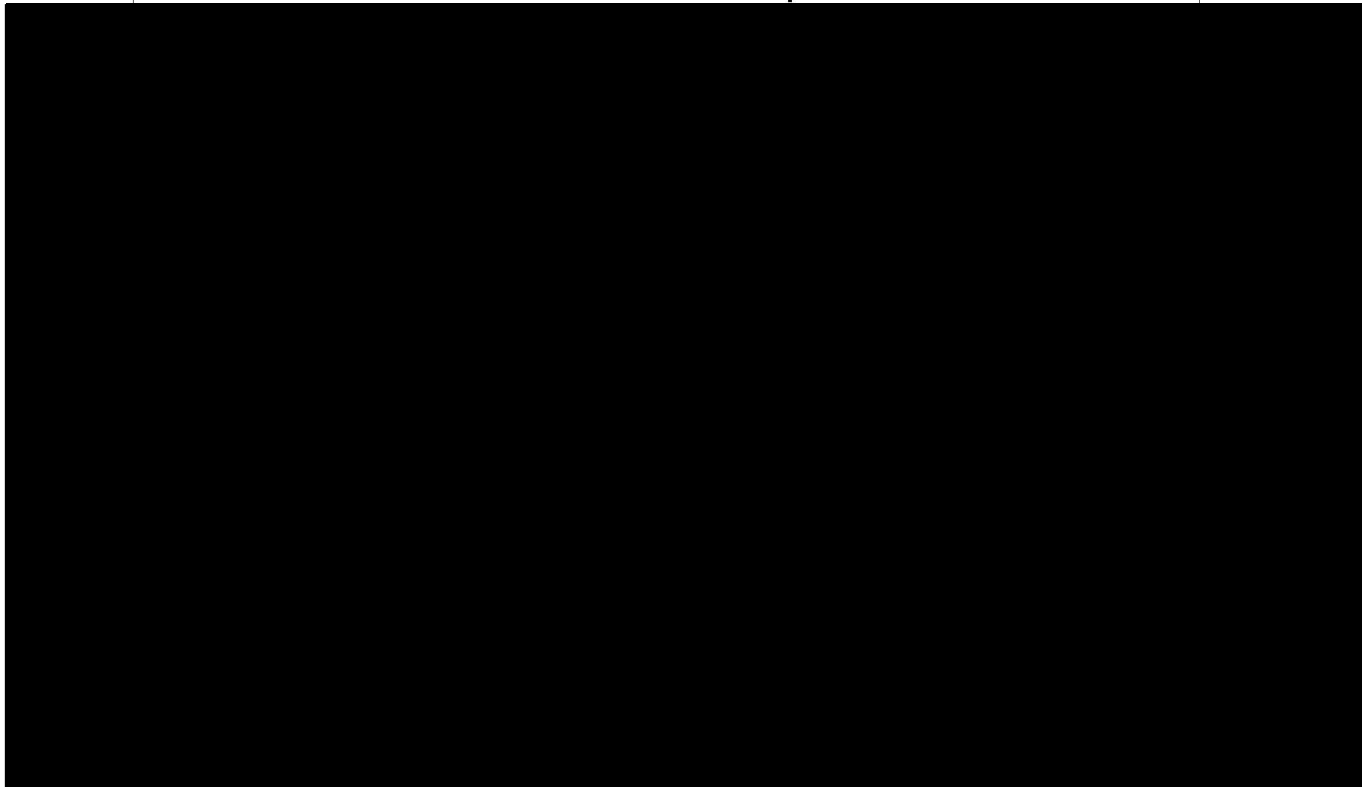
Length of ownership of replaced iPhone



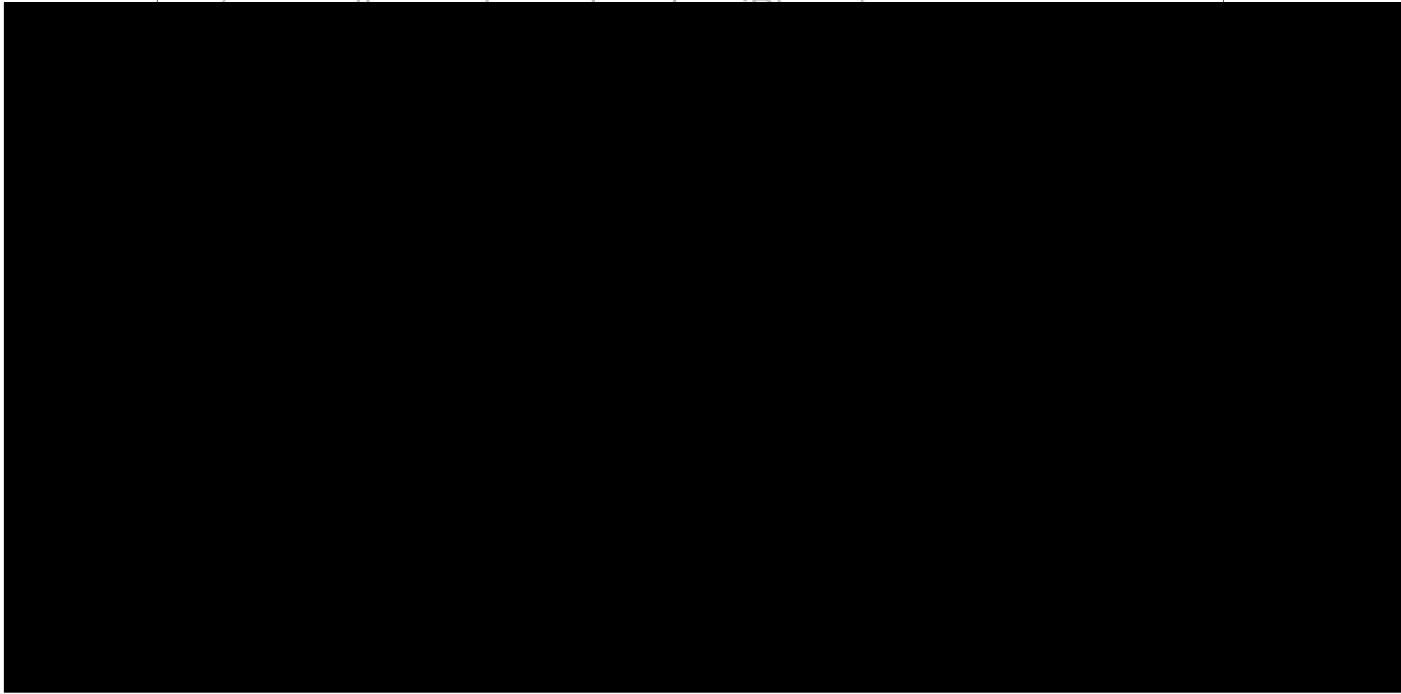
Length of ownership of replaced iPhone



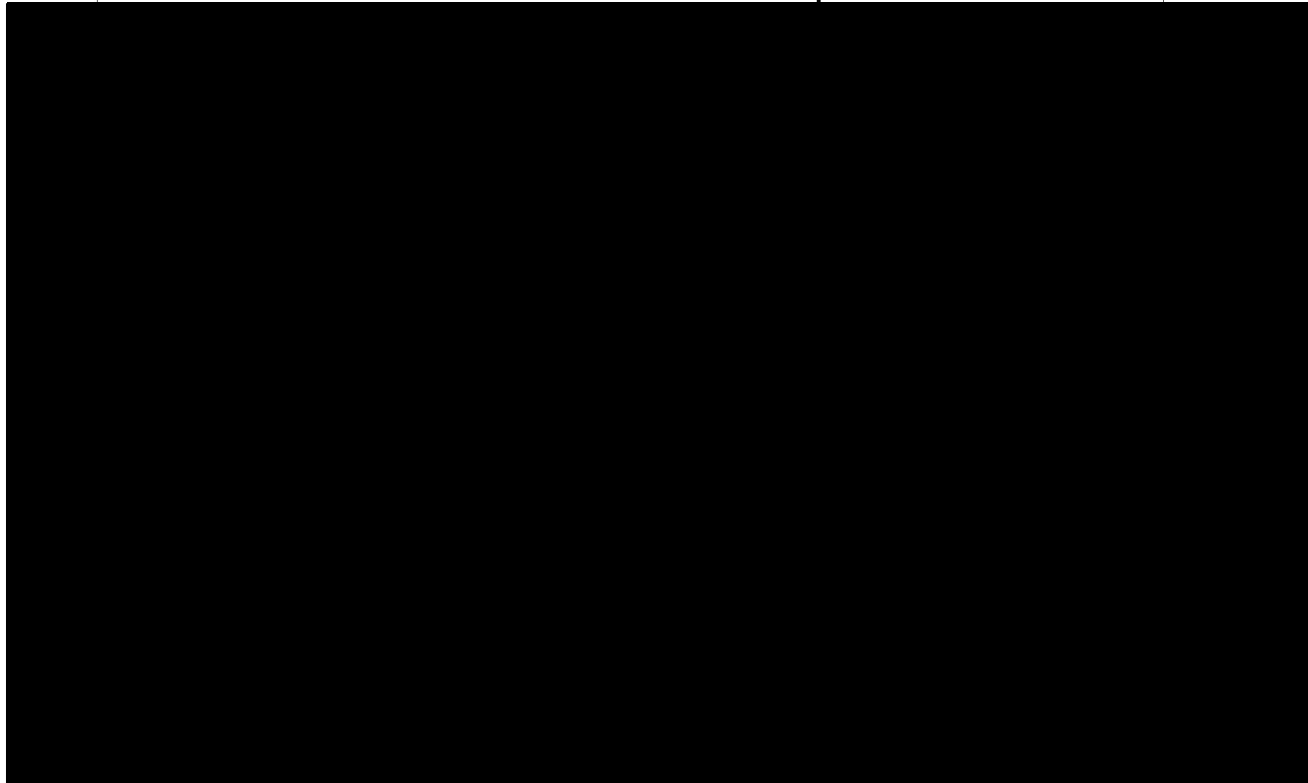
US: Screen size of iPhone model replaced



UK: Screen size of iPhone model replaced

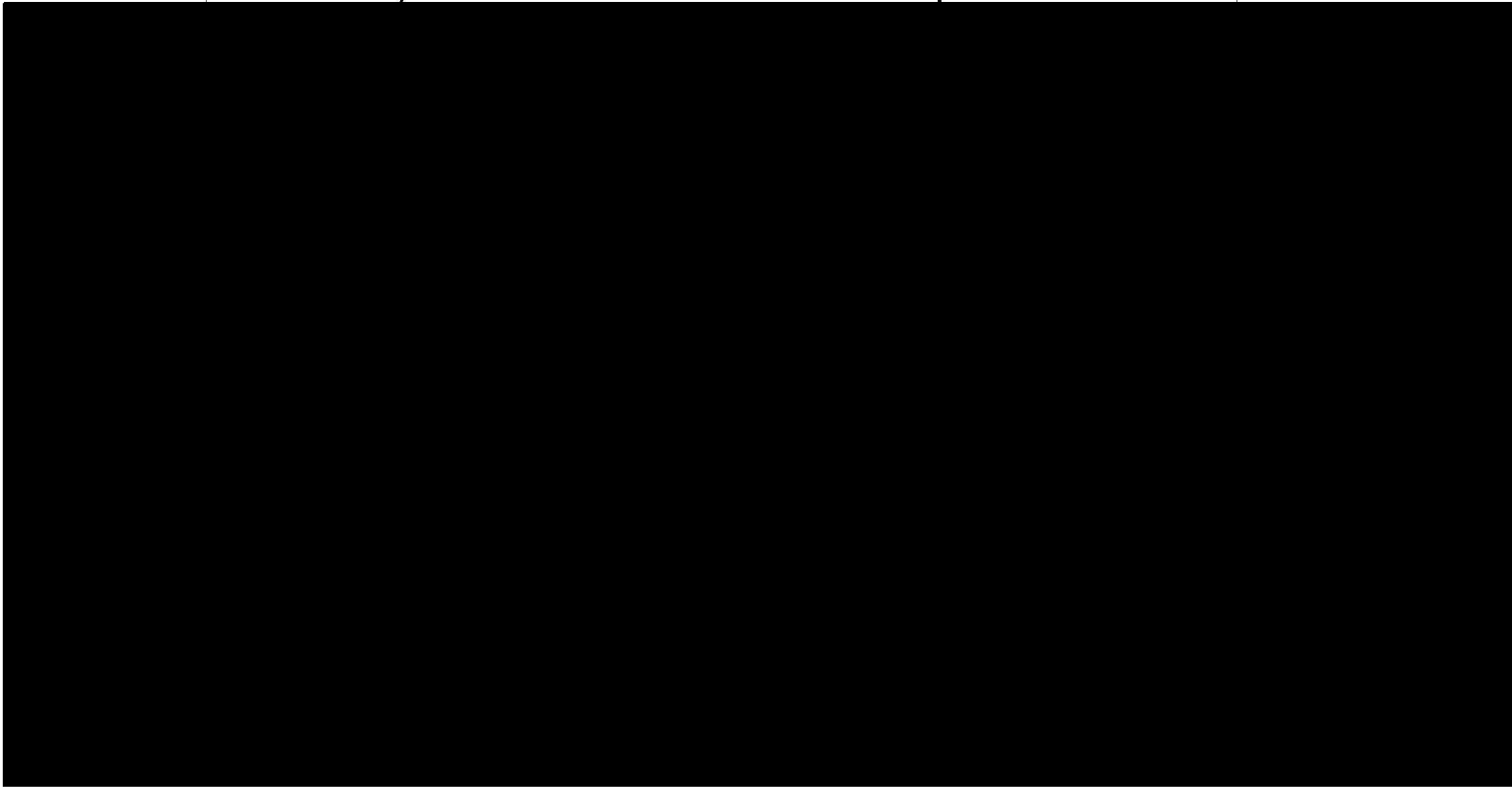


France: Screen size of iPhone model replaced

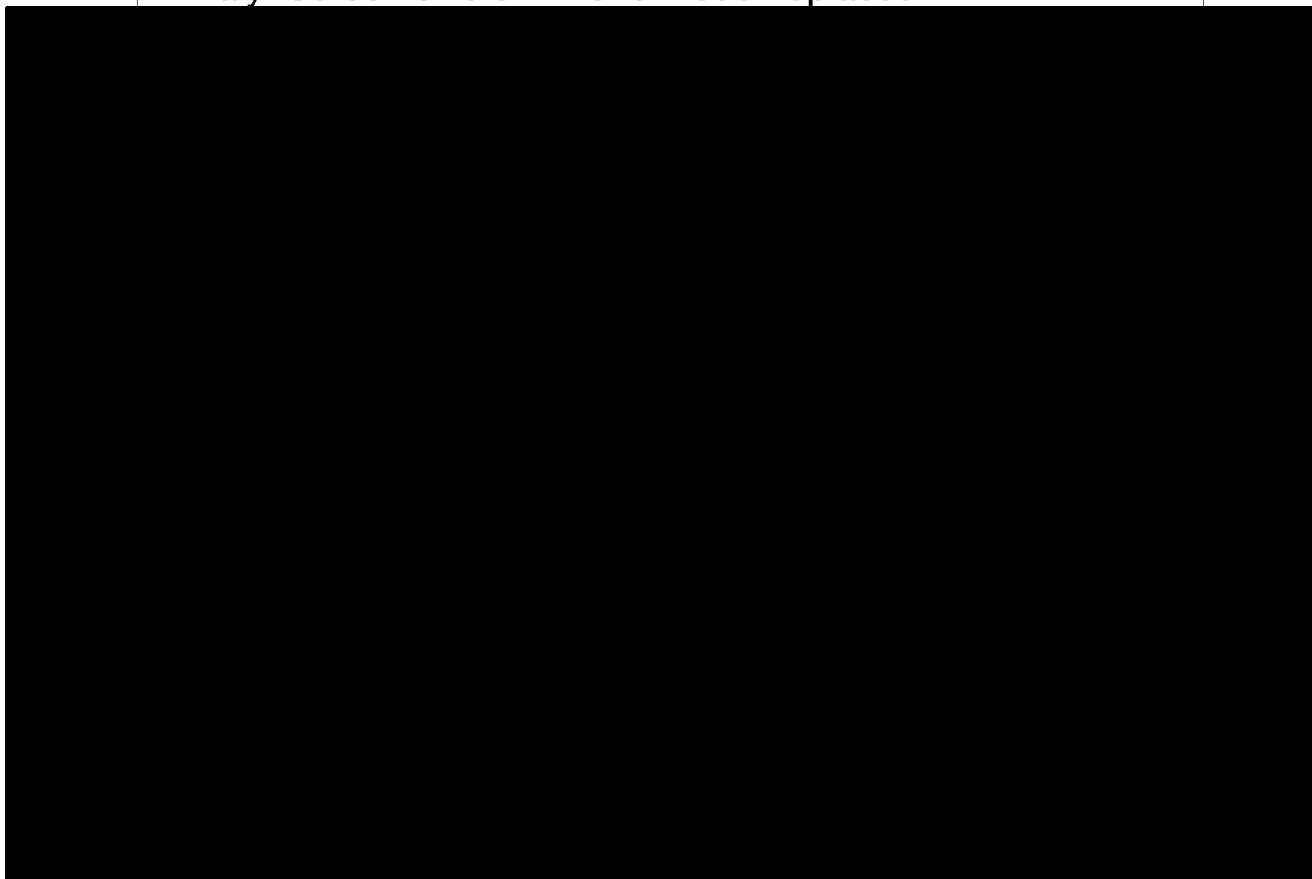




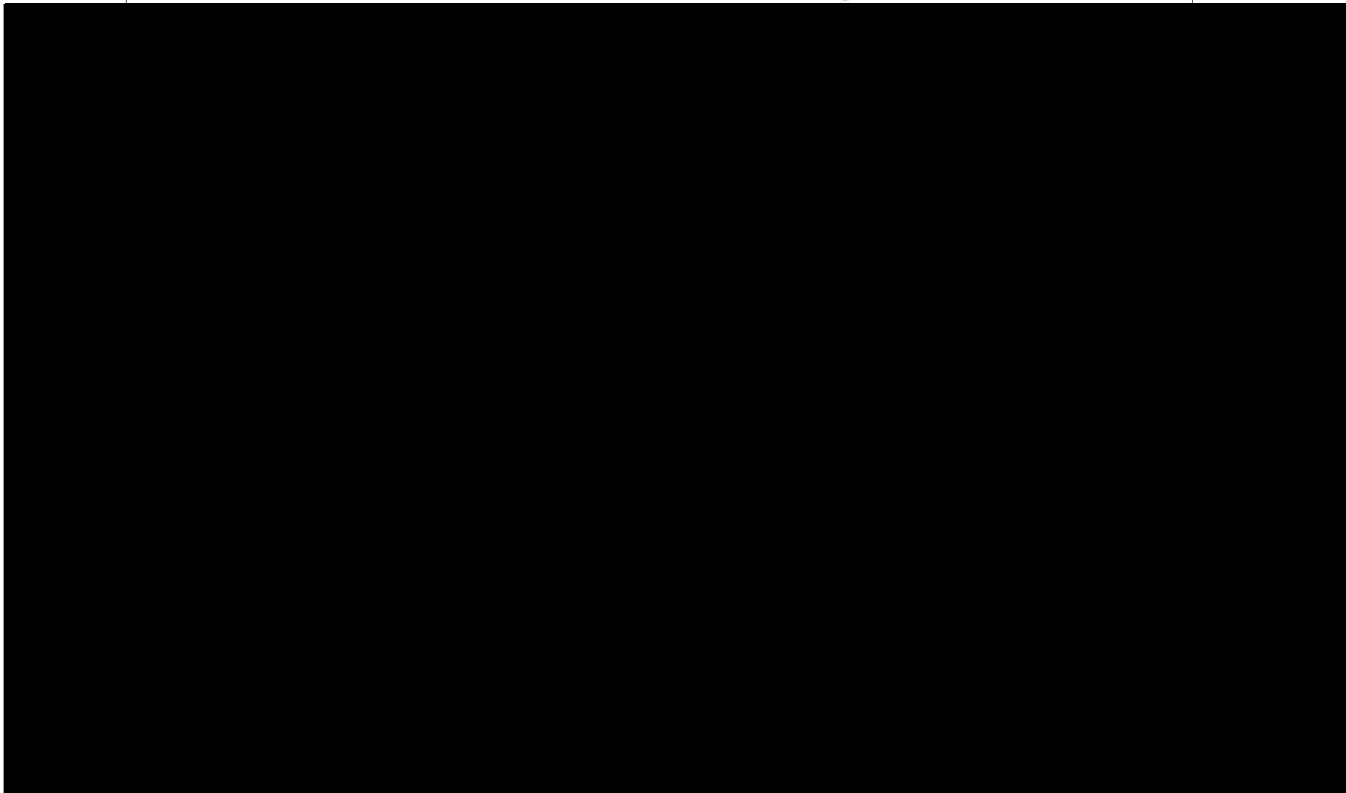
Germany: Screen size of iPhone model replaced



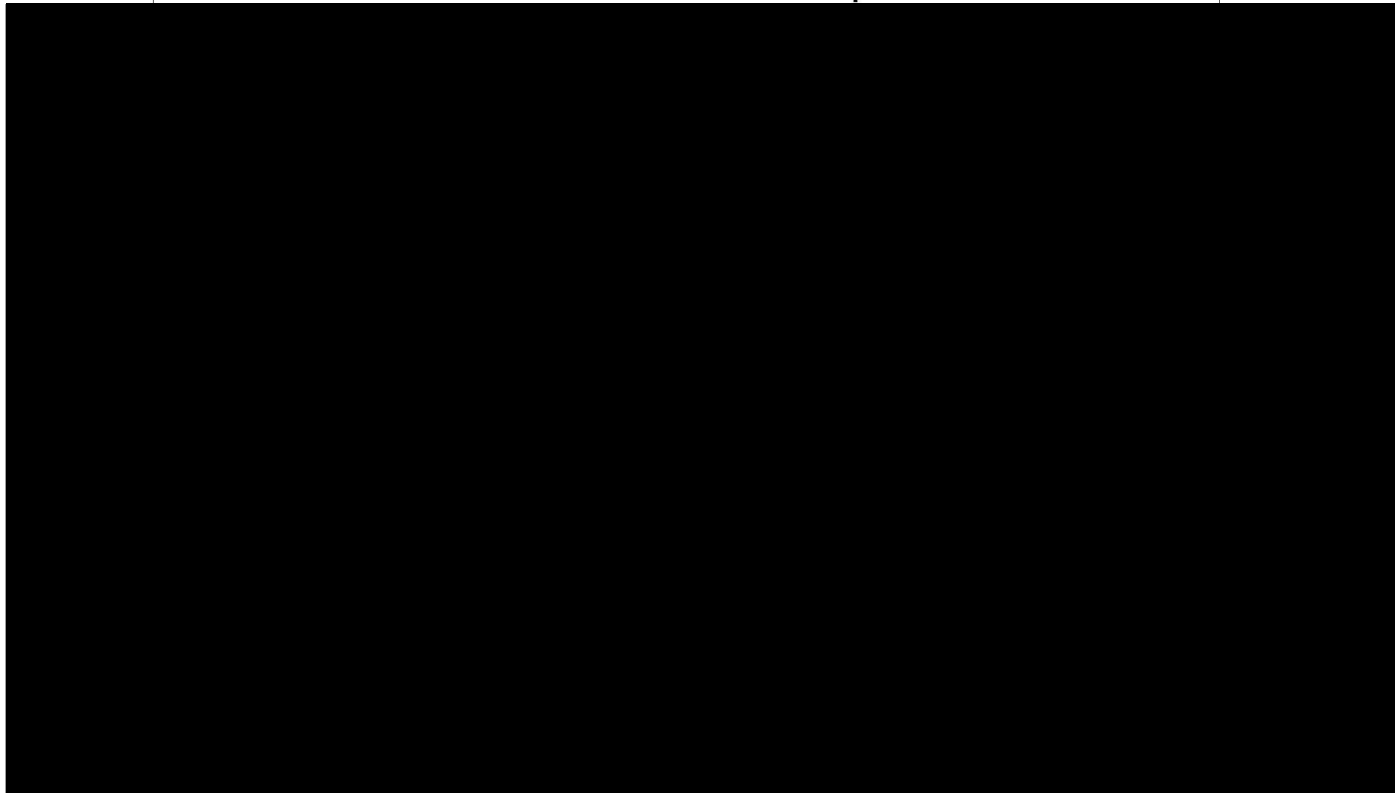
Italy: Screen size of iPhone model replaced



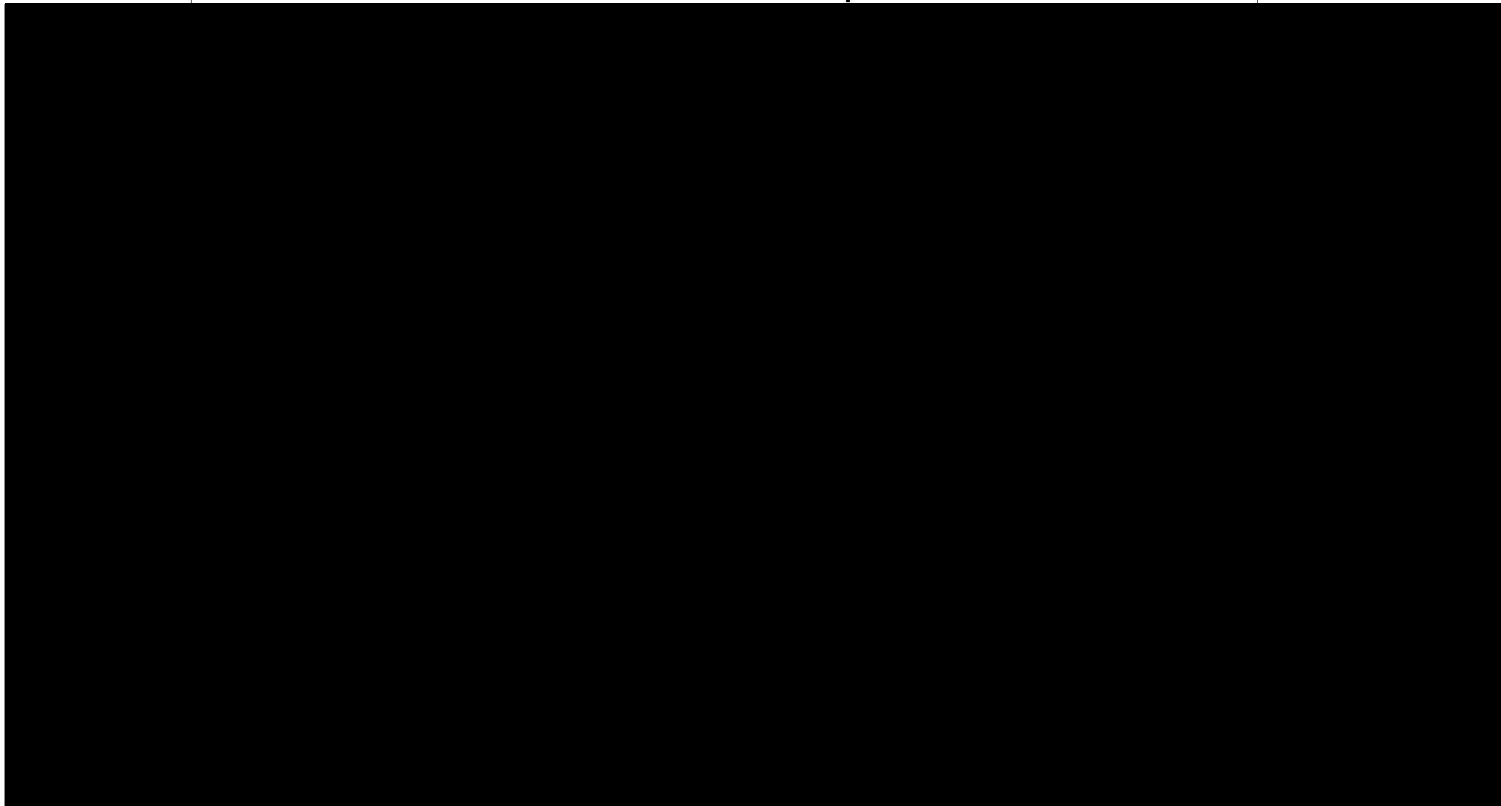
Russia: Screen size of iPhone model replaced



China: Screen size of iPhone model replaced



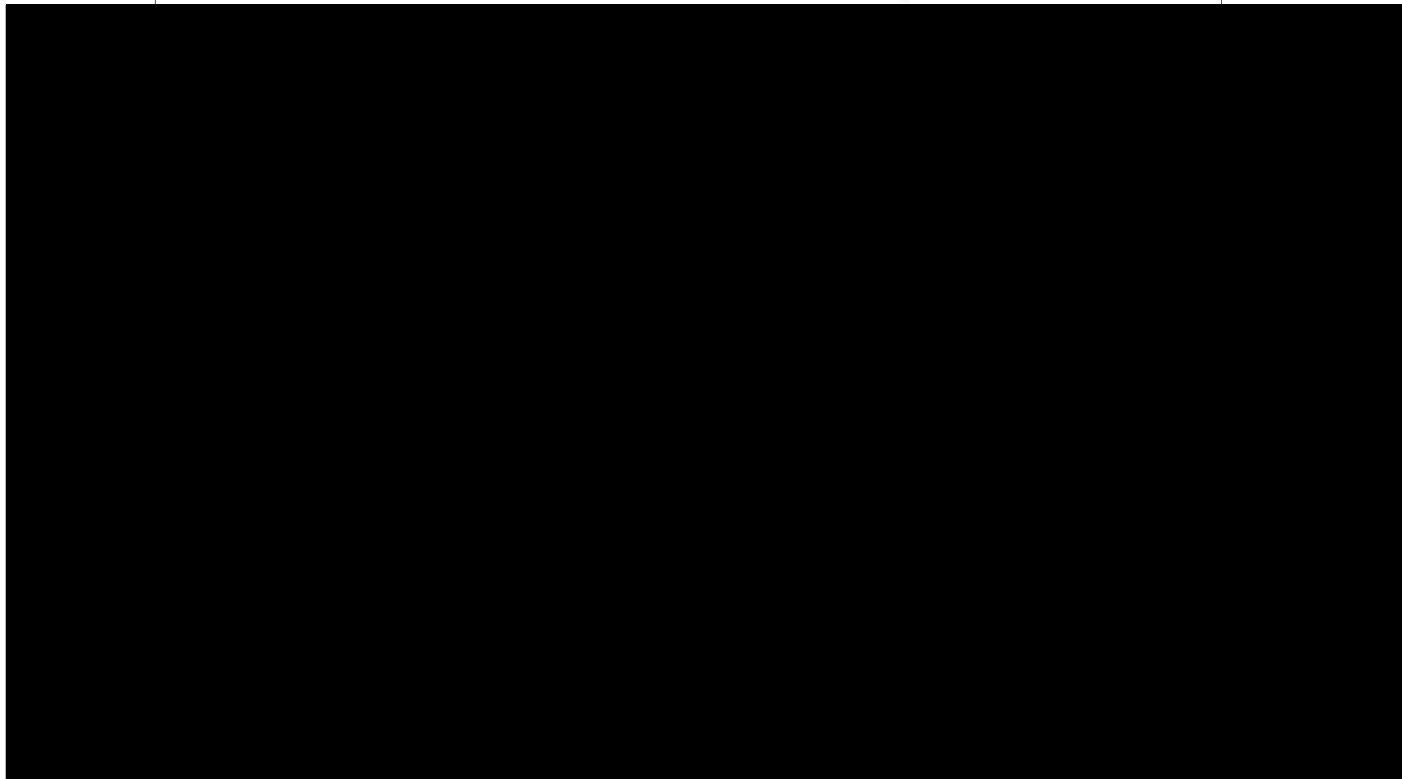
HK: Screen size of iPhone model replaced



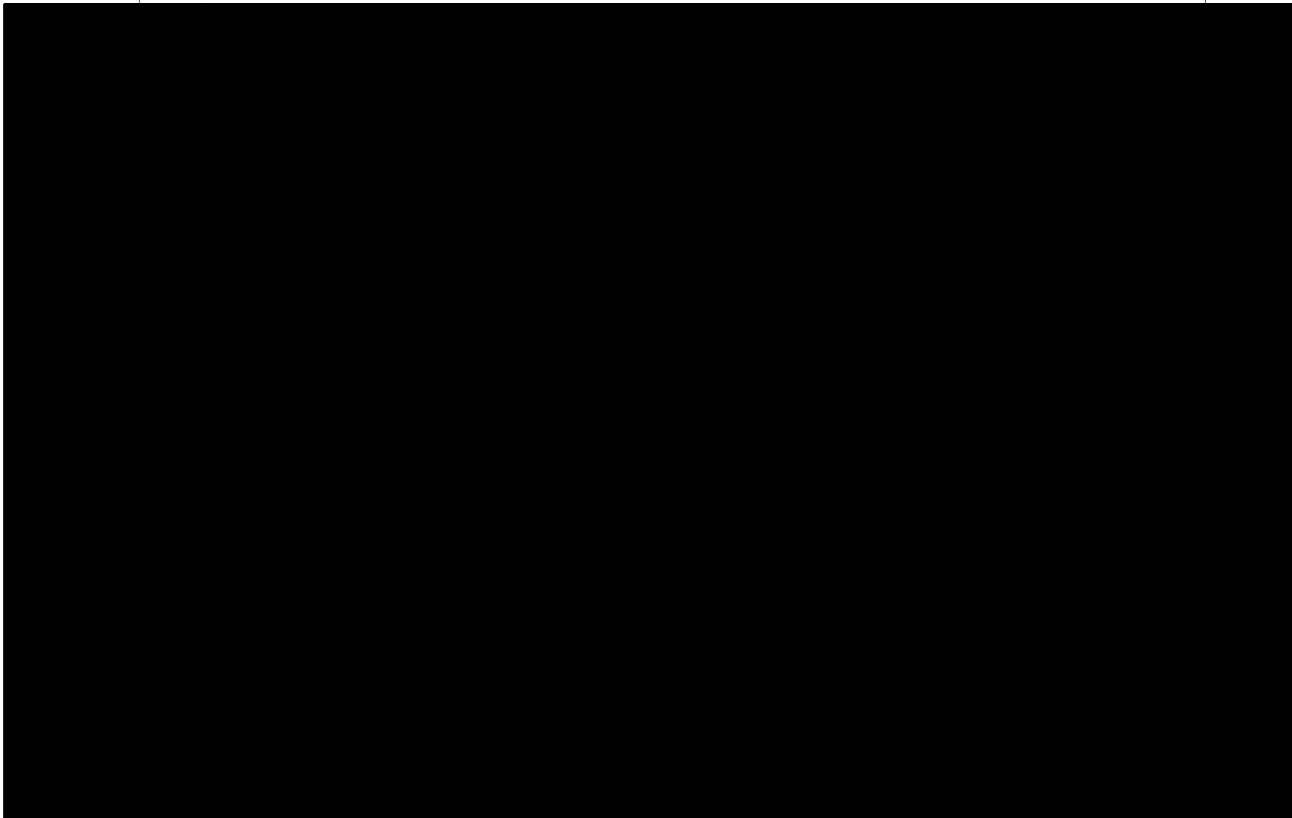
Japan: Screen size of iPhone model replaced



S. Korea: Screen size of iPhone model replaced



Australia: Screen size of iPhone model replaced

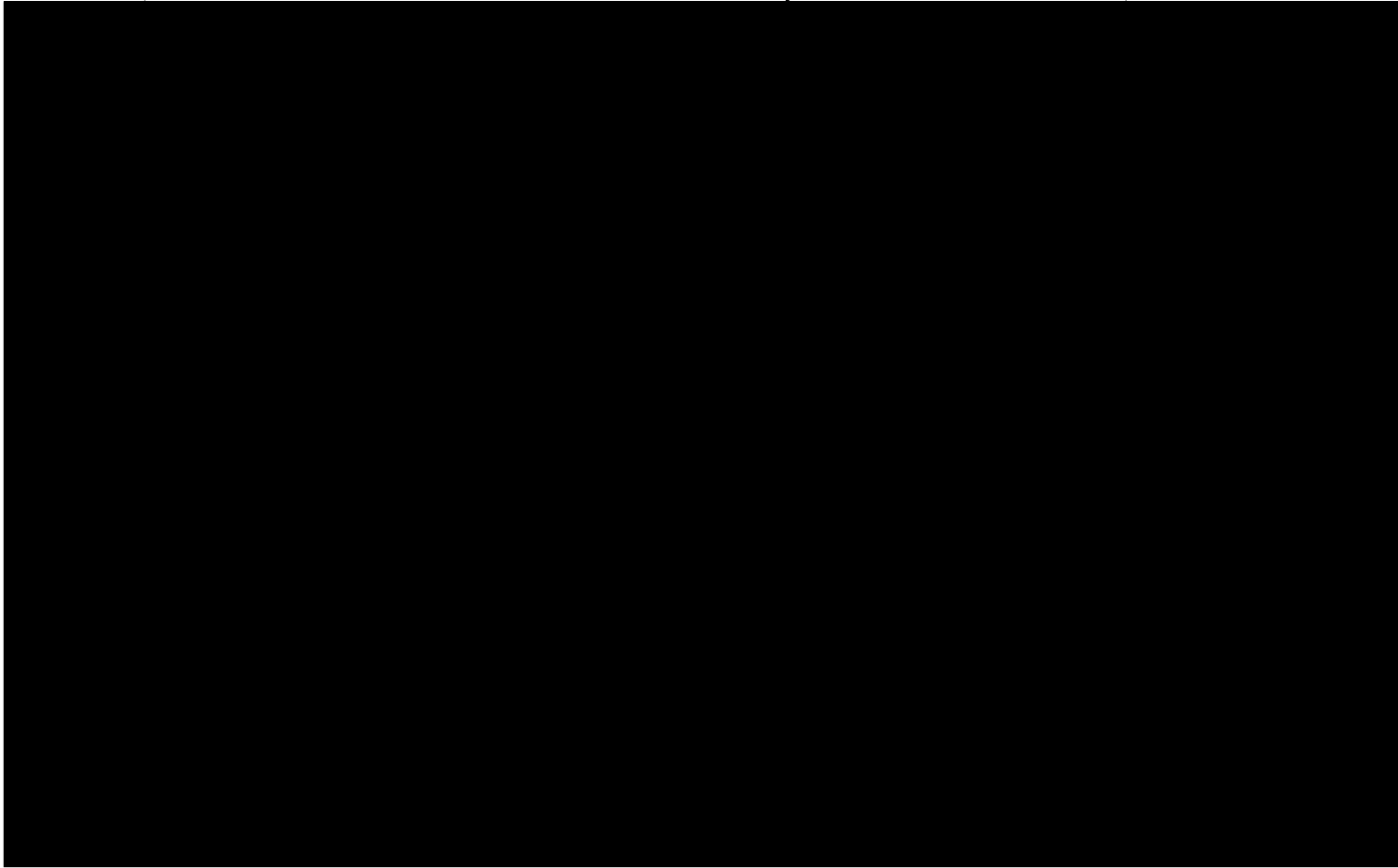




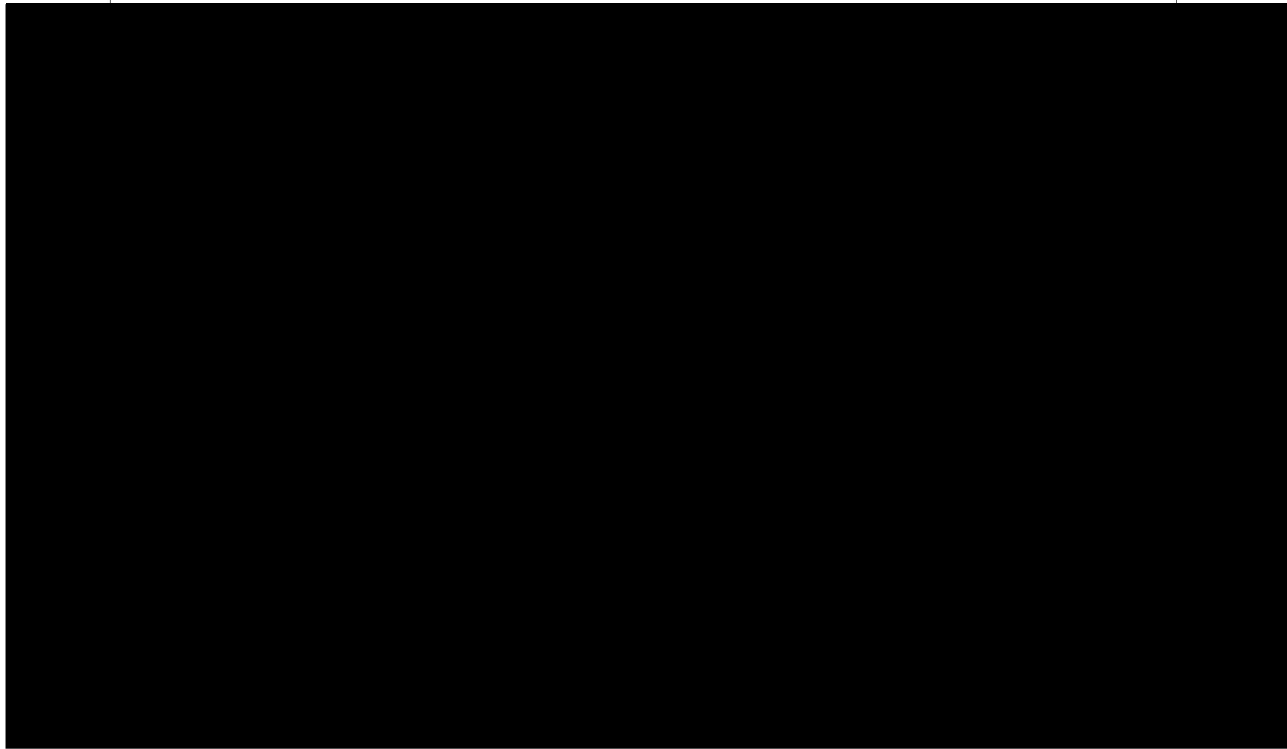
India: Screen size of iPhone model replaced



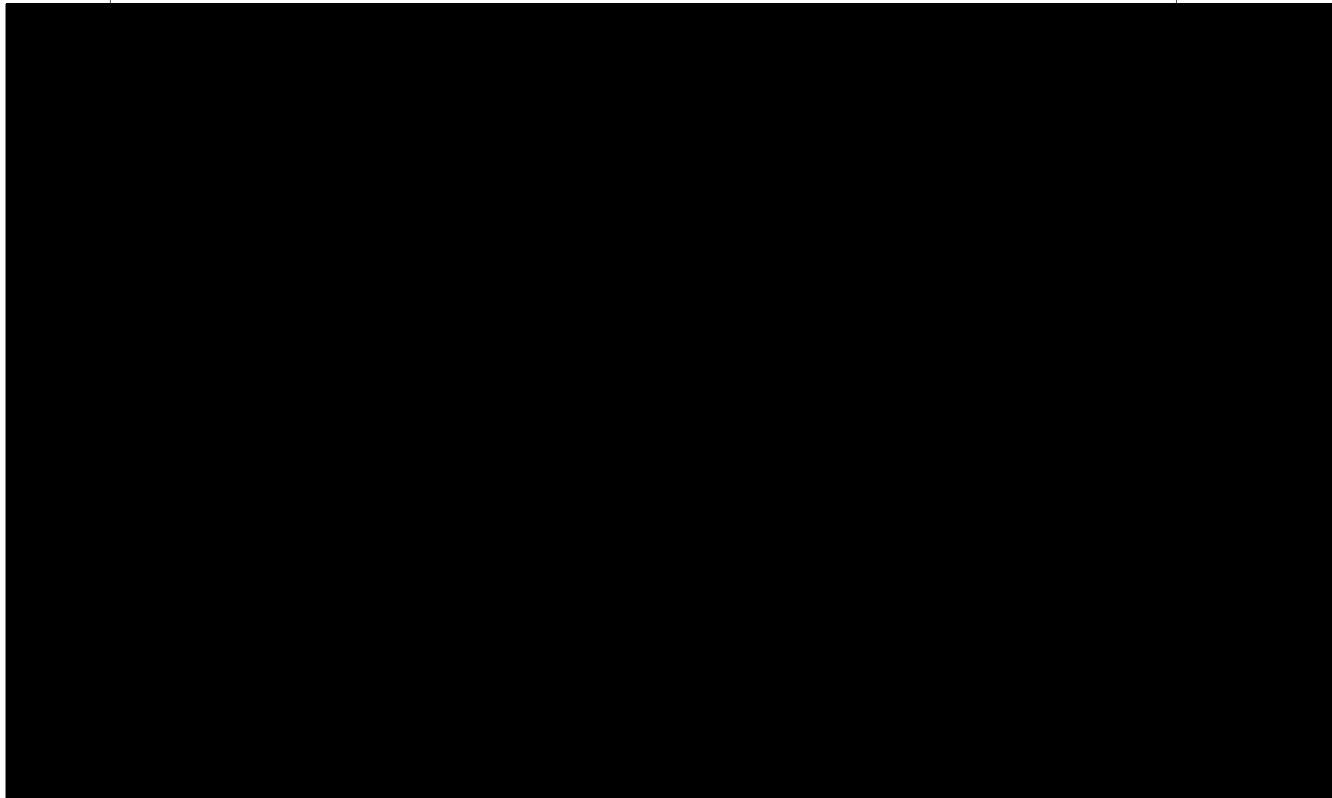
Brazil: Screen size of iPhone model replaced



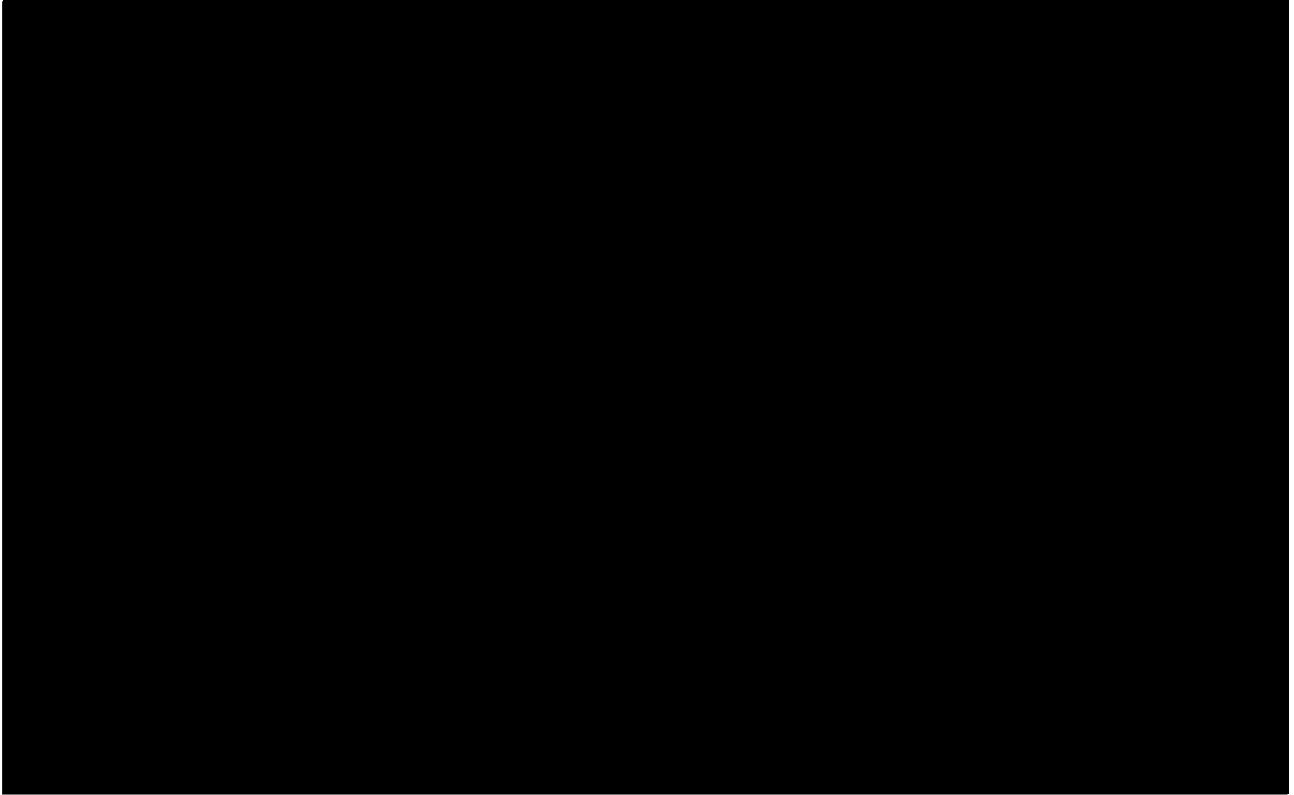
Replaced a competitor phone



Replaced a competitor phone



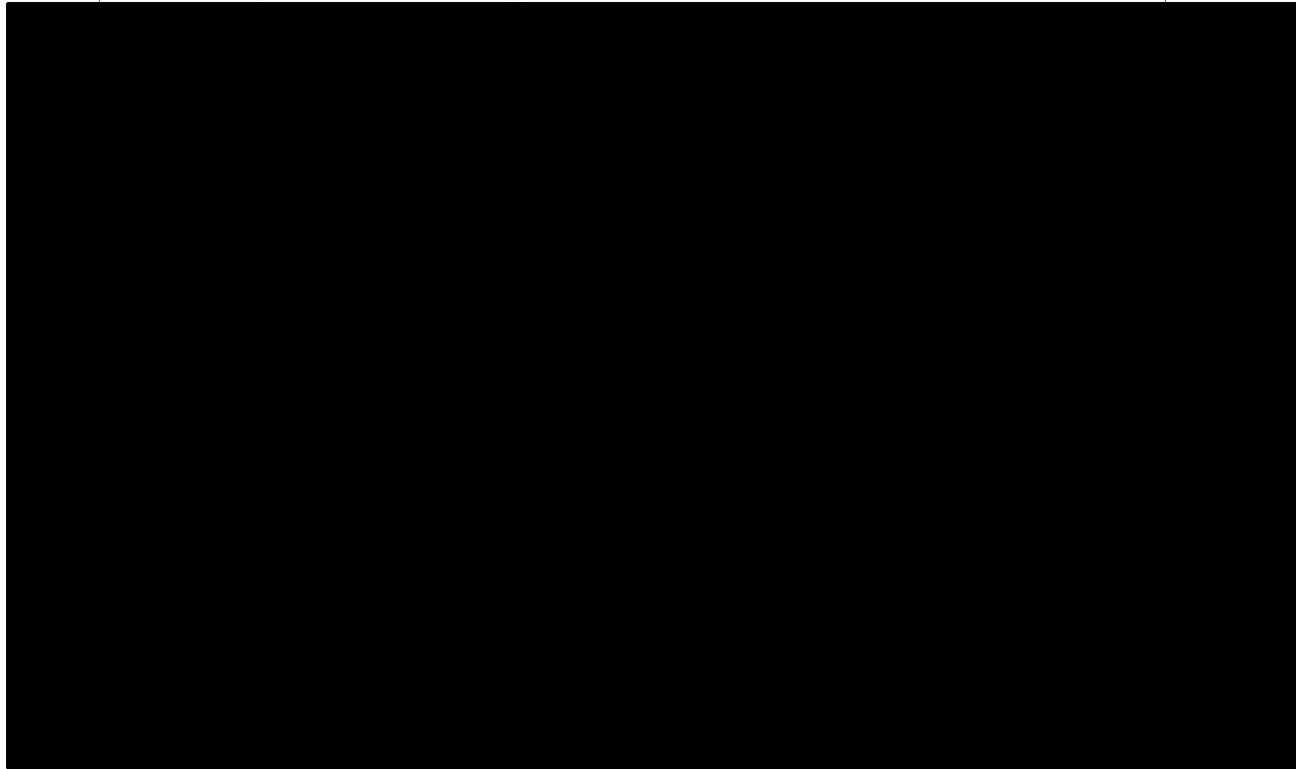
Smartphone brand replaced



Smartphone brand replaced



Smartphone brand replaced

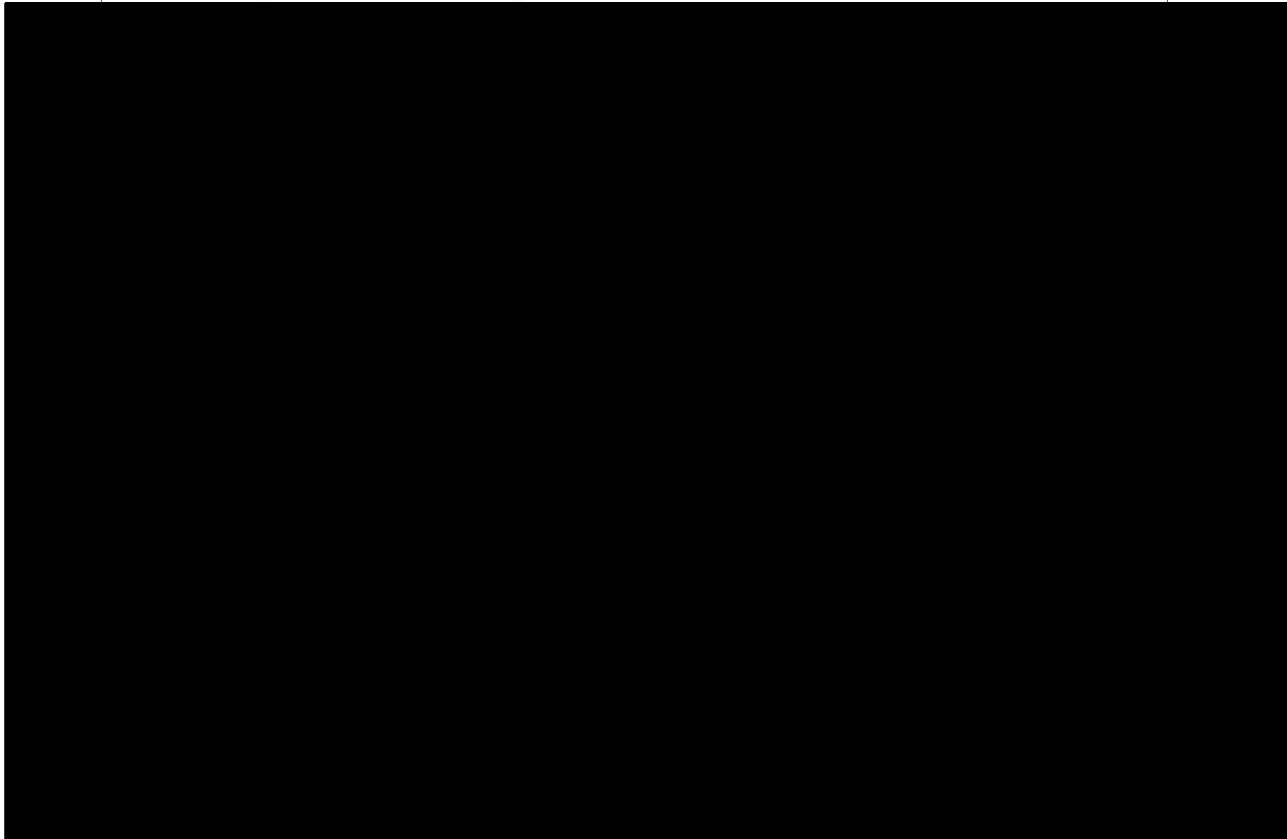


Smartphone brand replaced

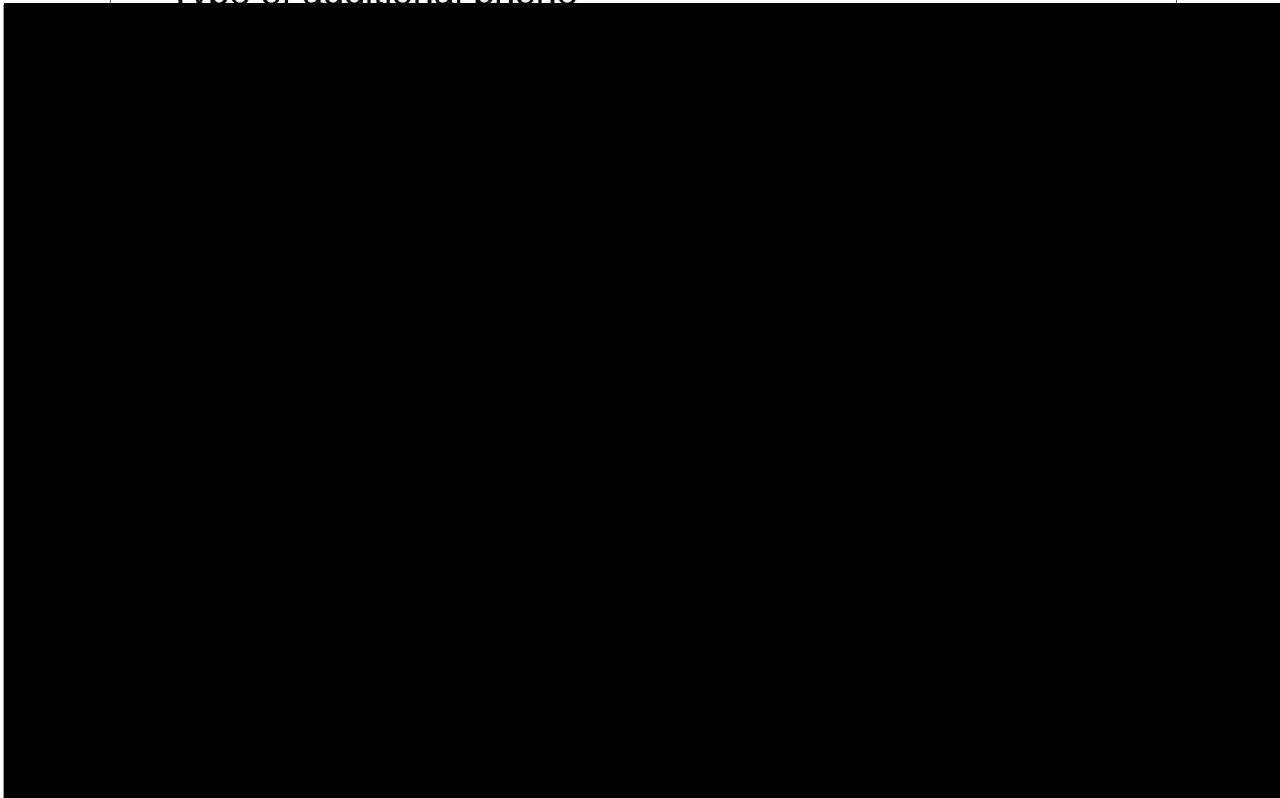




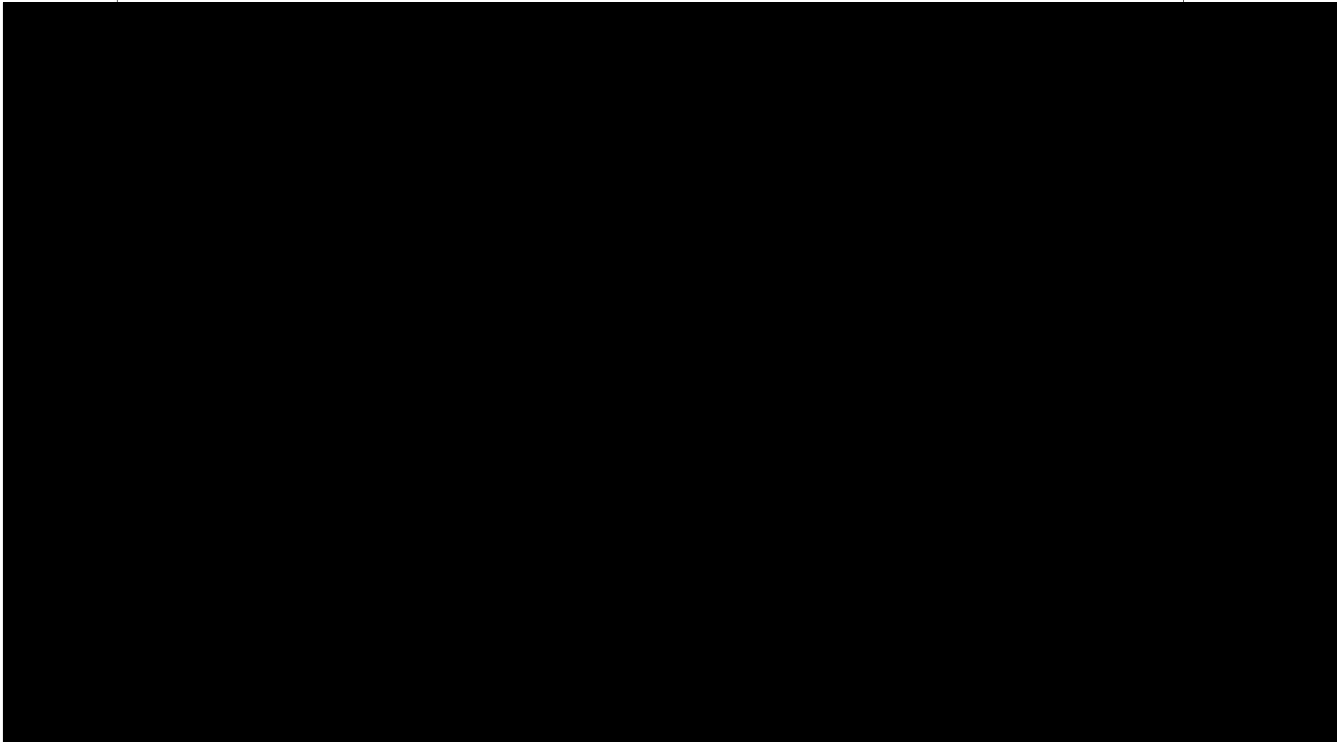
Smartphone brand replaced



Type of additional phone



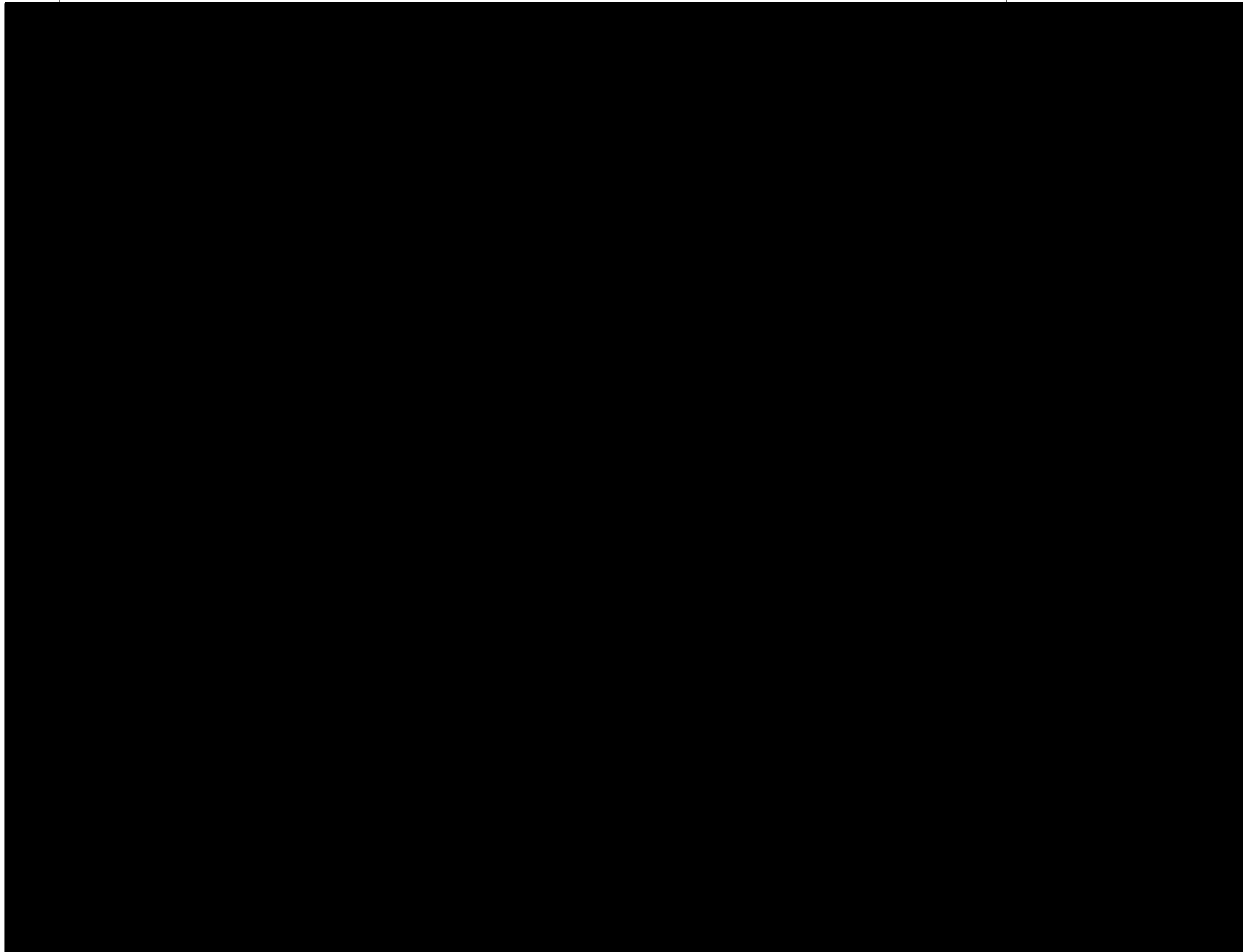
Type of additional phone



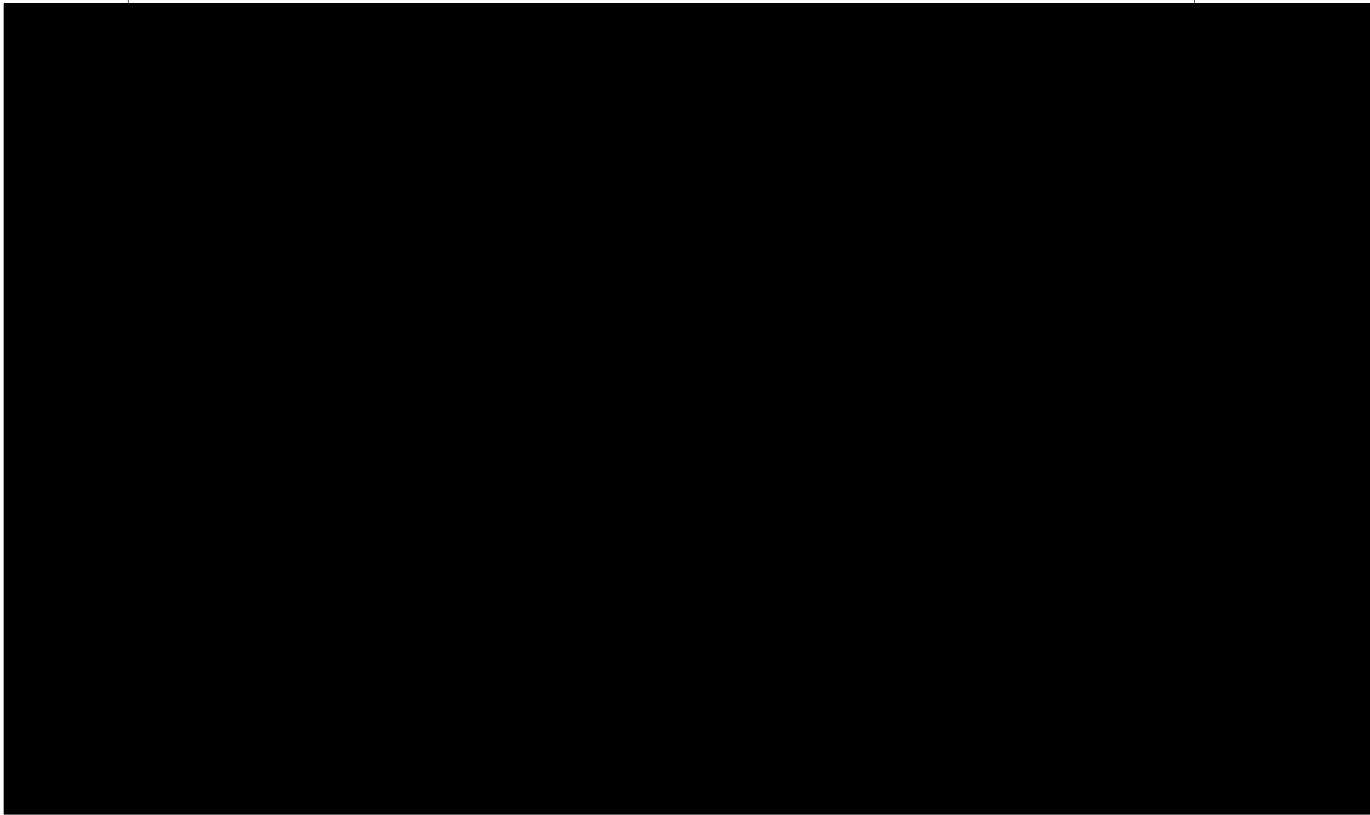
Additional iPhone model



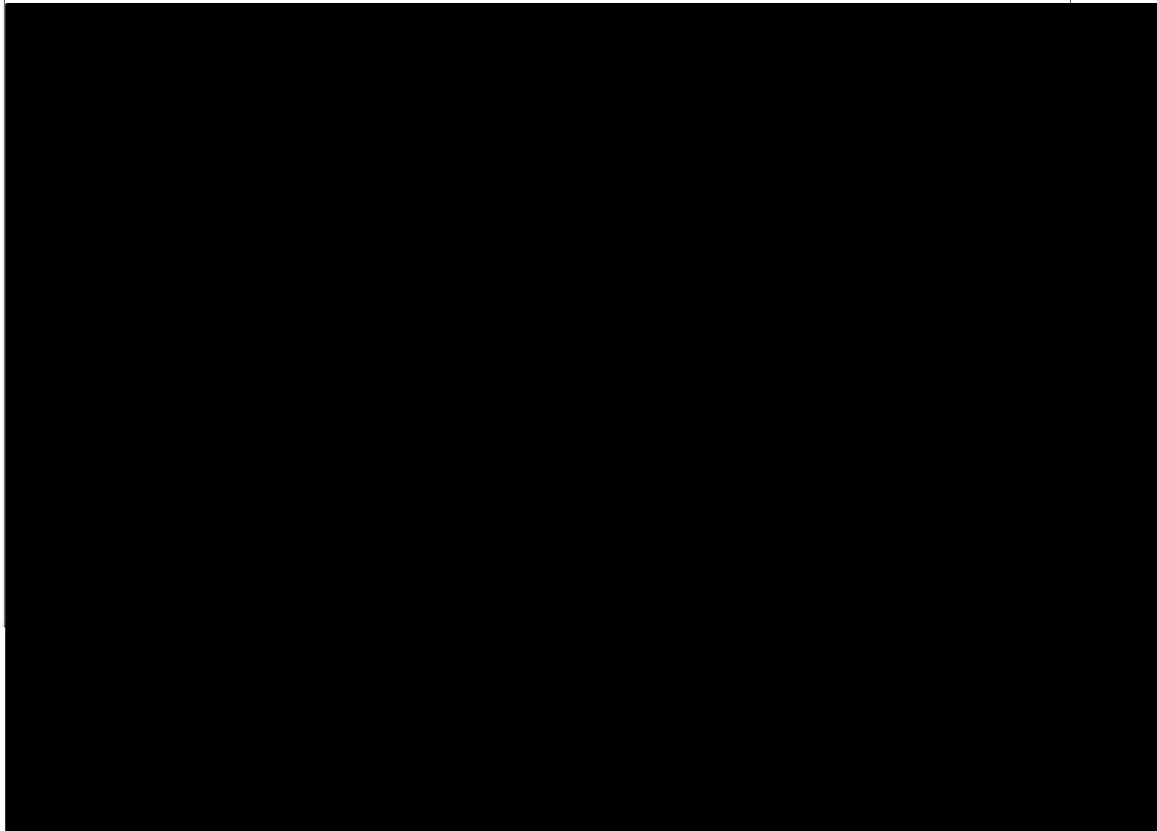
Additional iPhone model



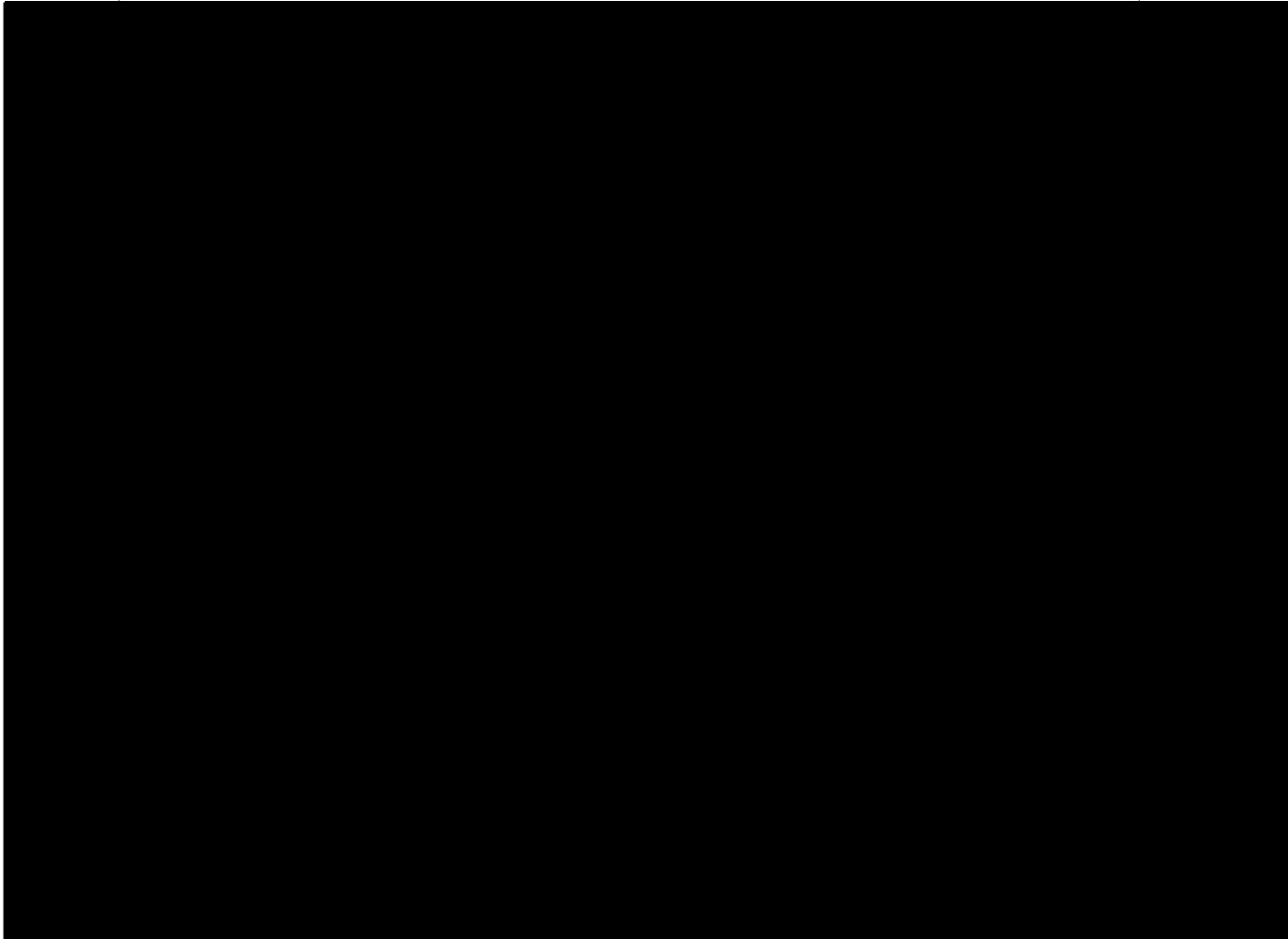
First smartphone



First smartphone



First smartphone

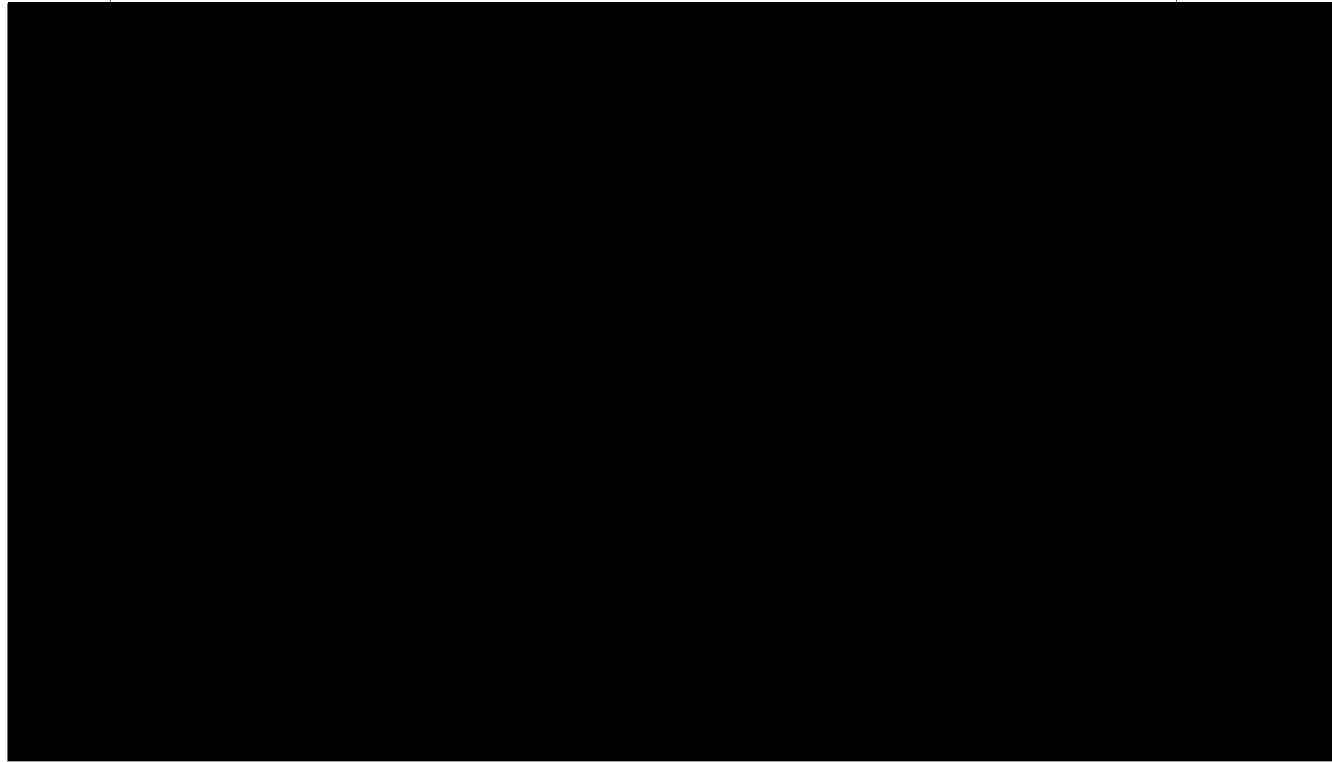




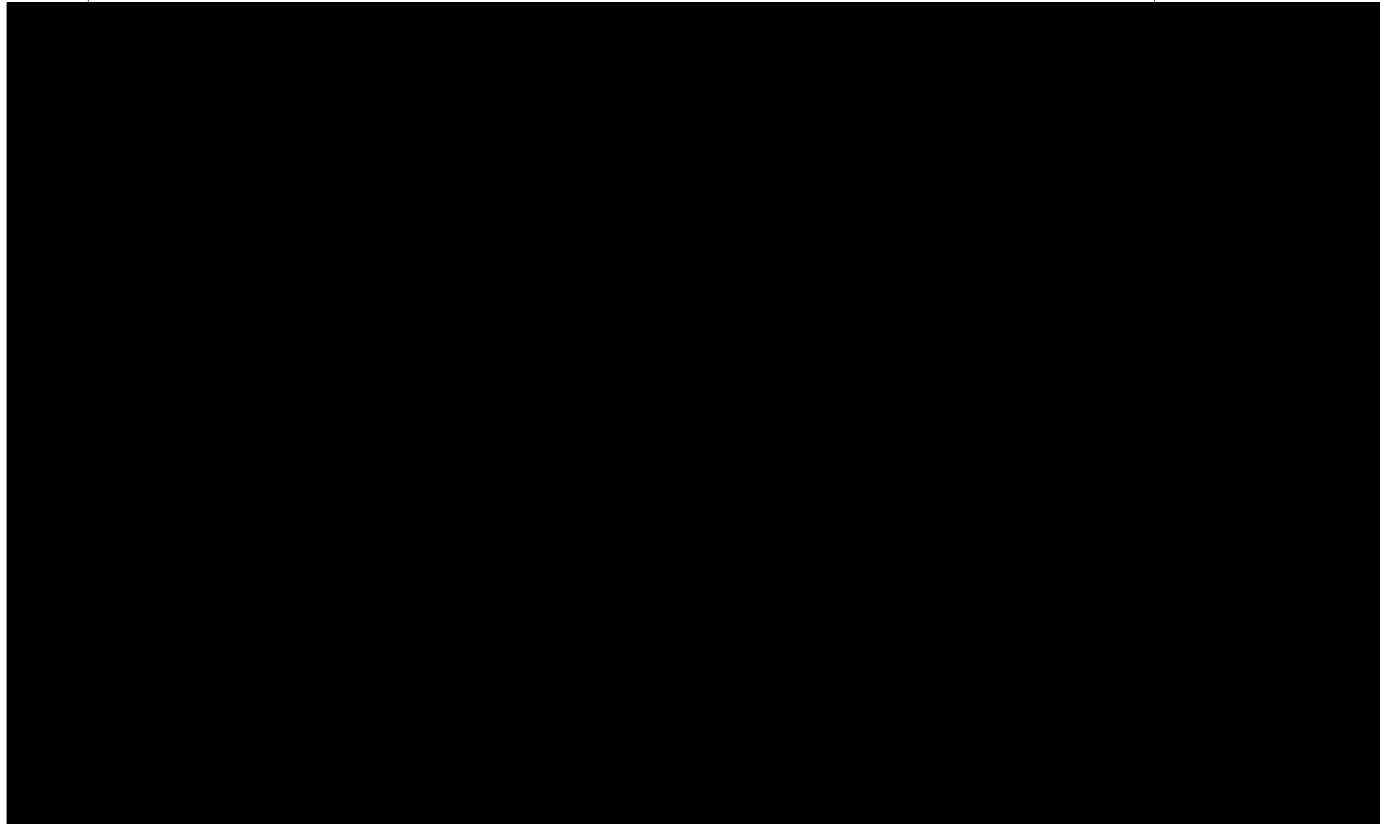
First smartphone



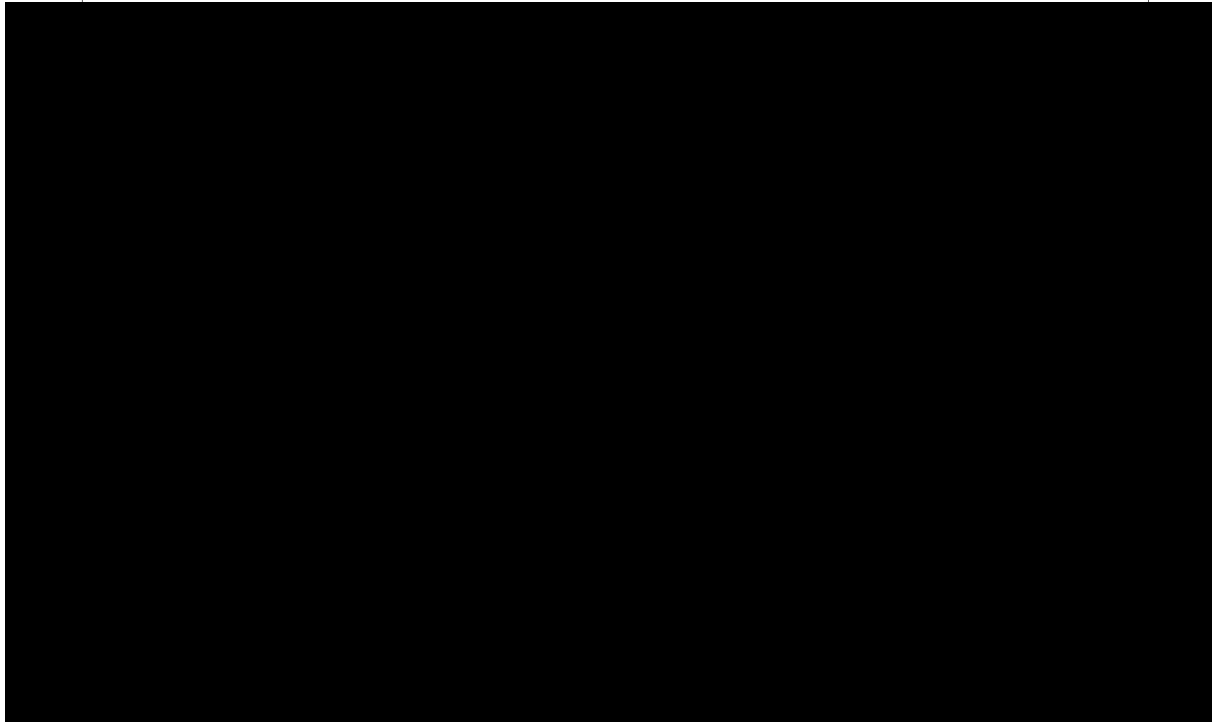
First iPhone



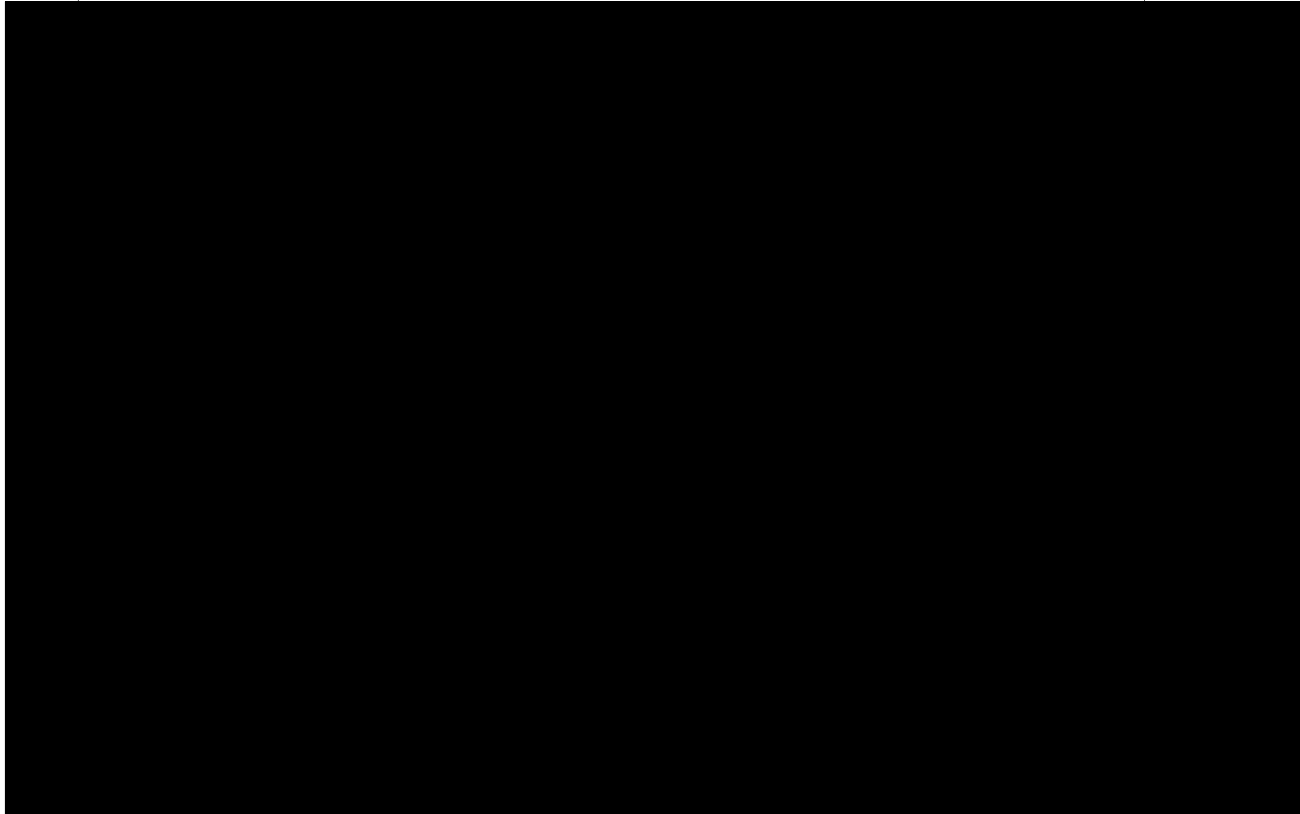
First iPhone



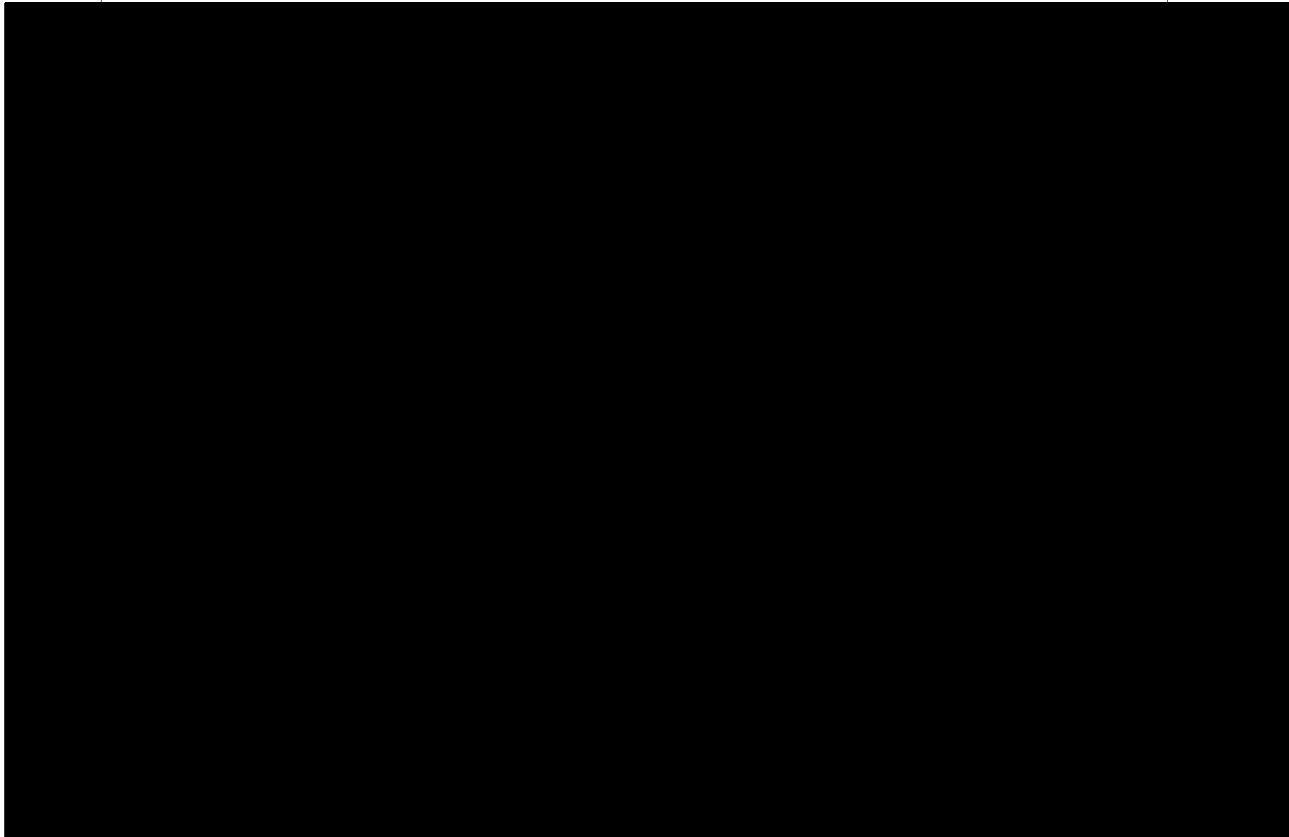
First iPhone detail



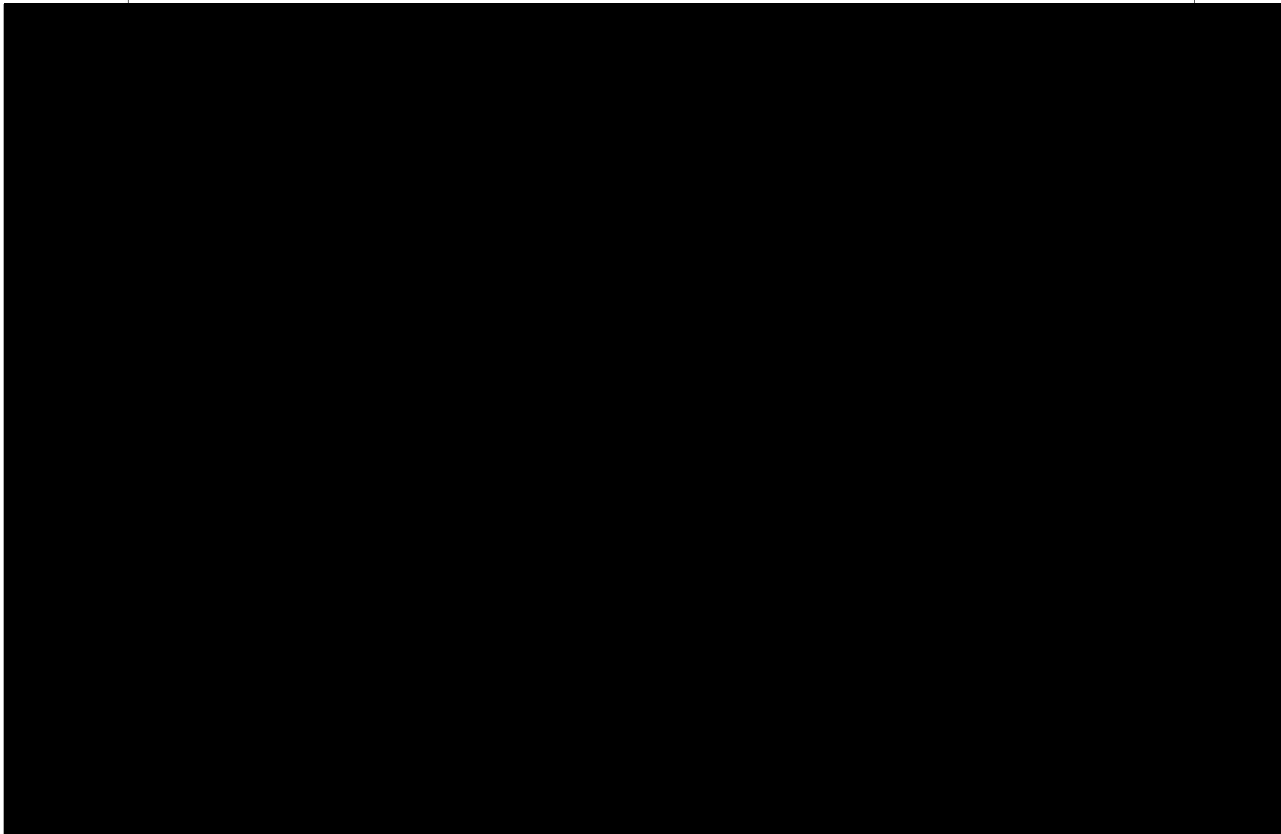
First iPhone detail



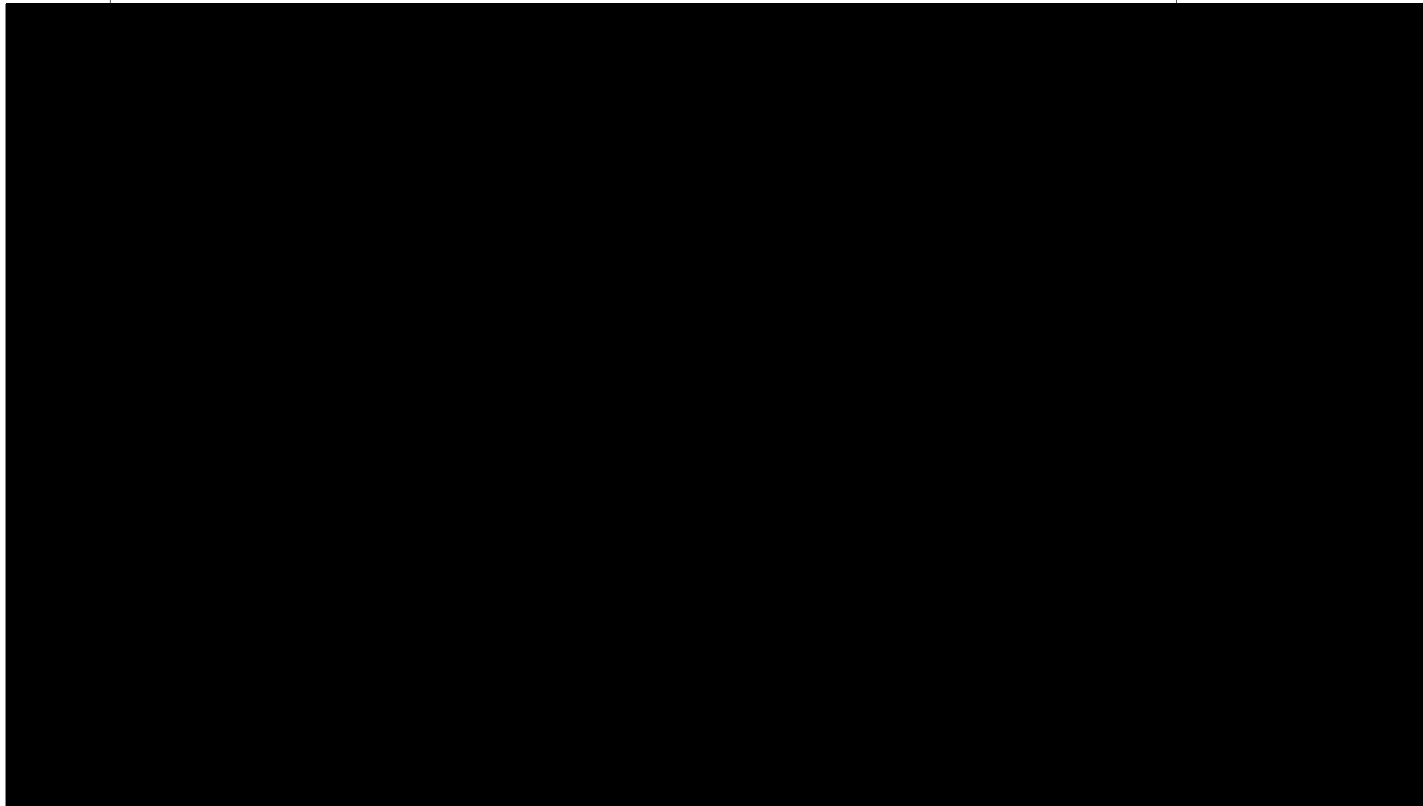
iPhone model(s) ever owned



iPhone model(s) ever owned



Returning to iPhone

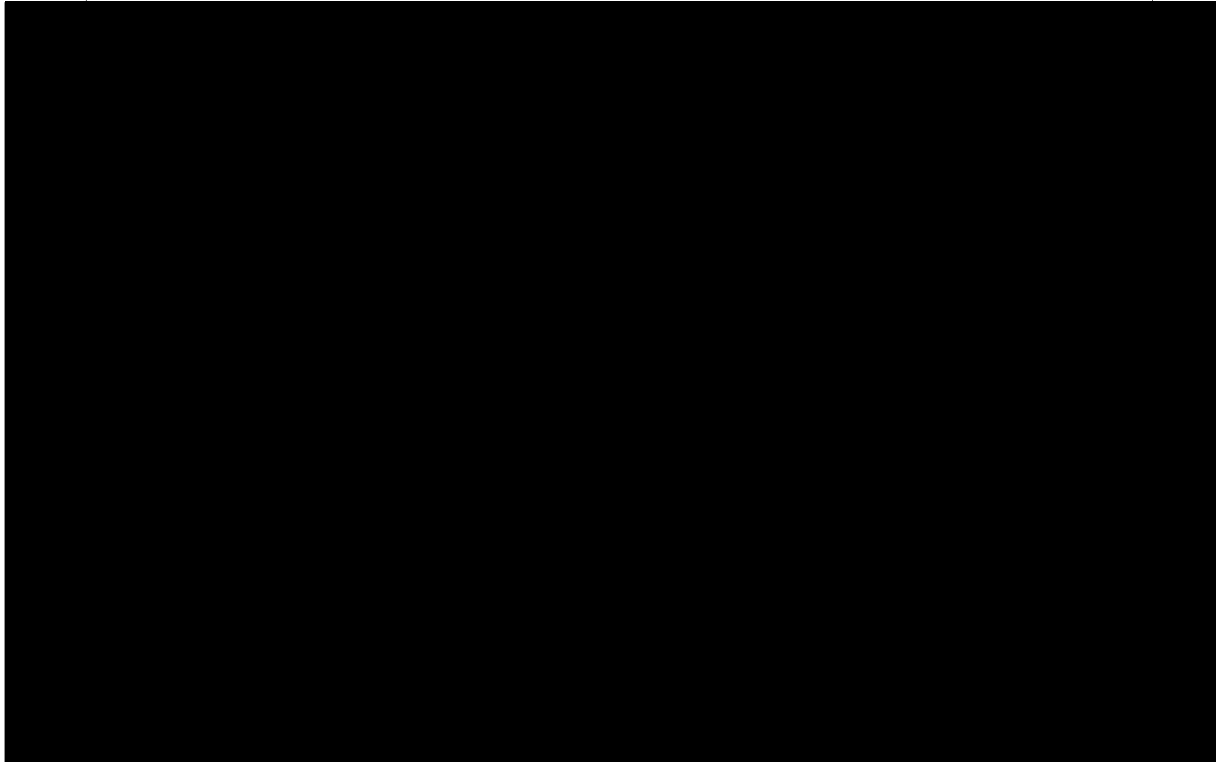




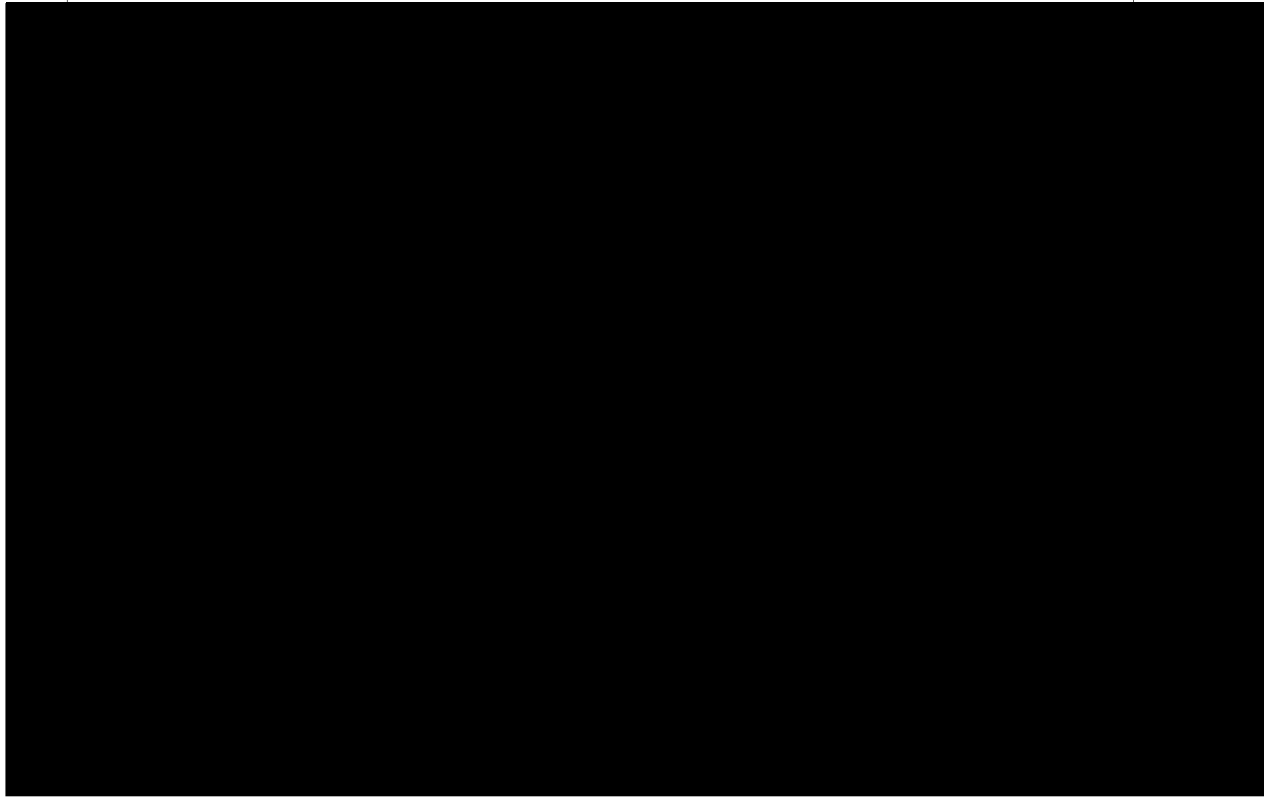
First Apple product



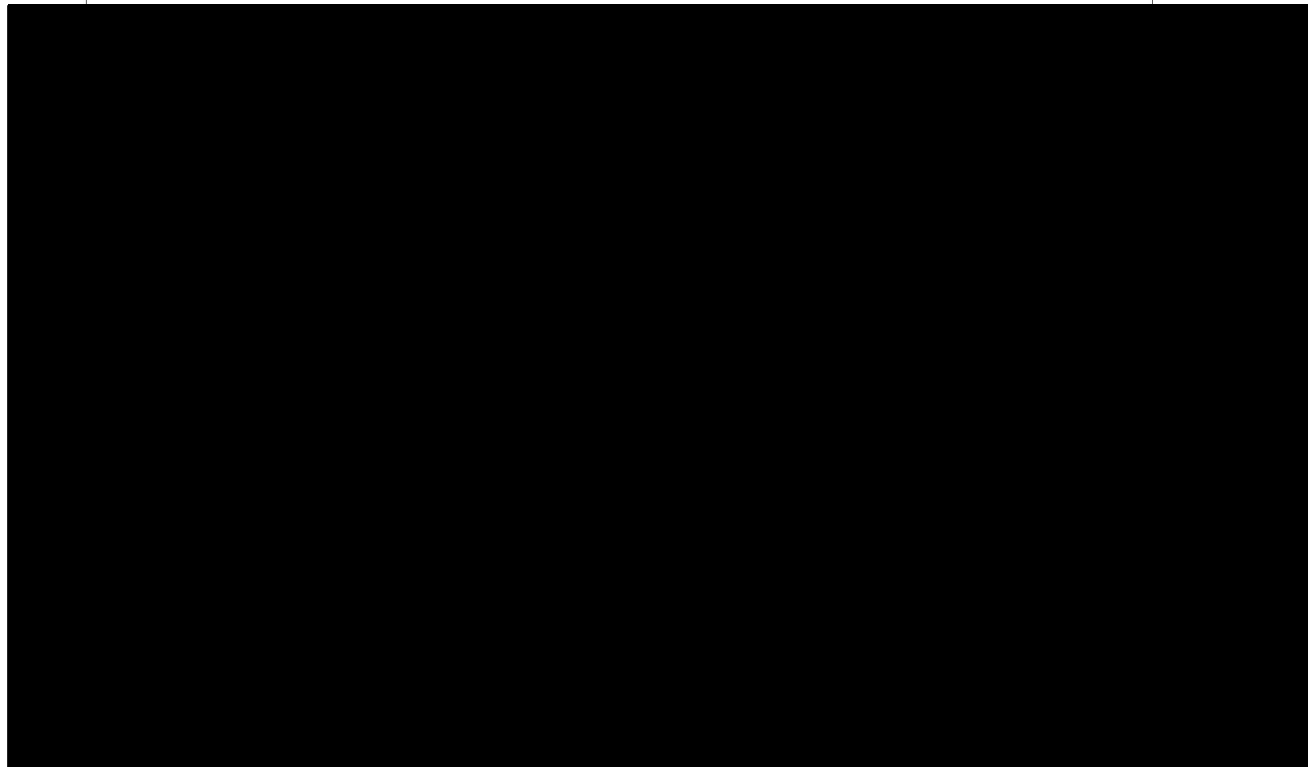
First Apple product



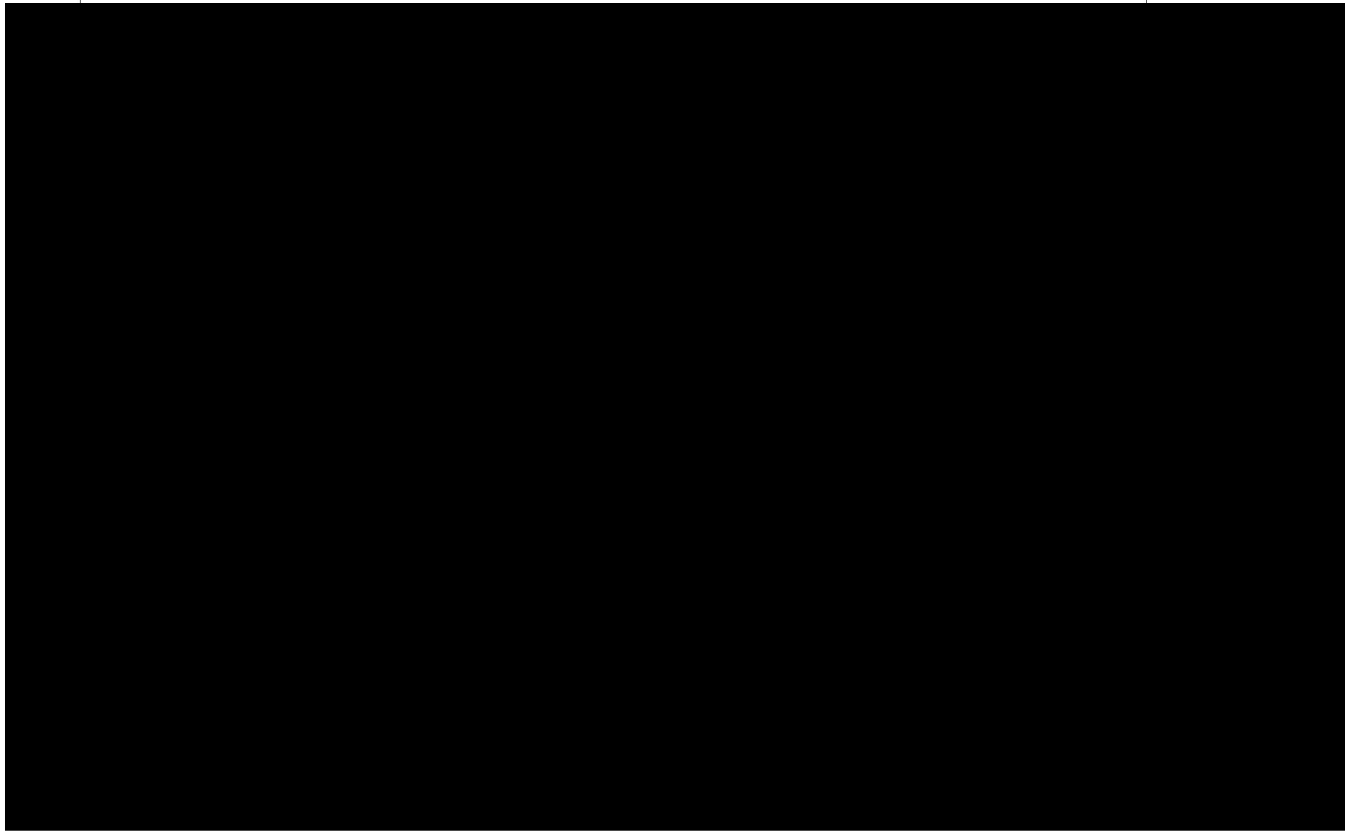
First Apple product



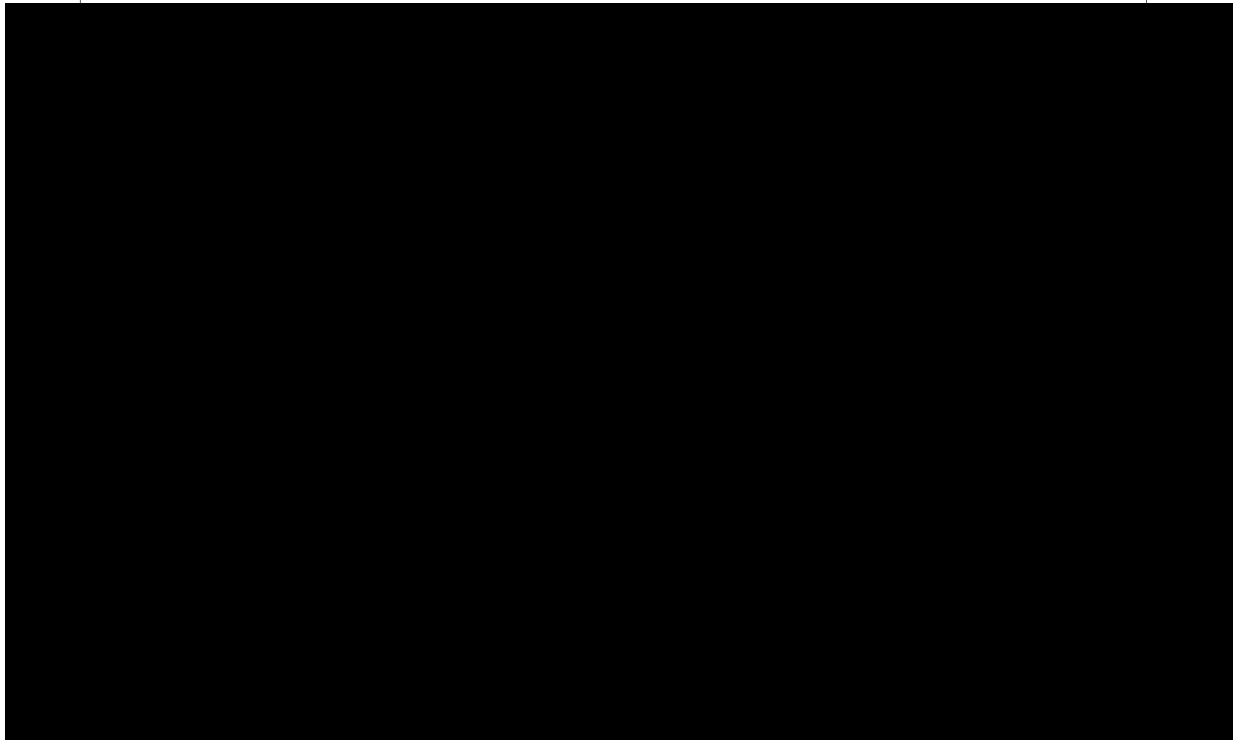
First Apple product



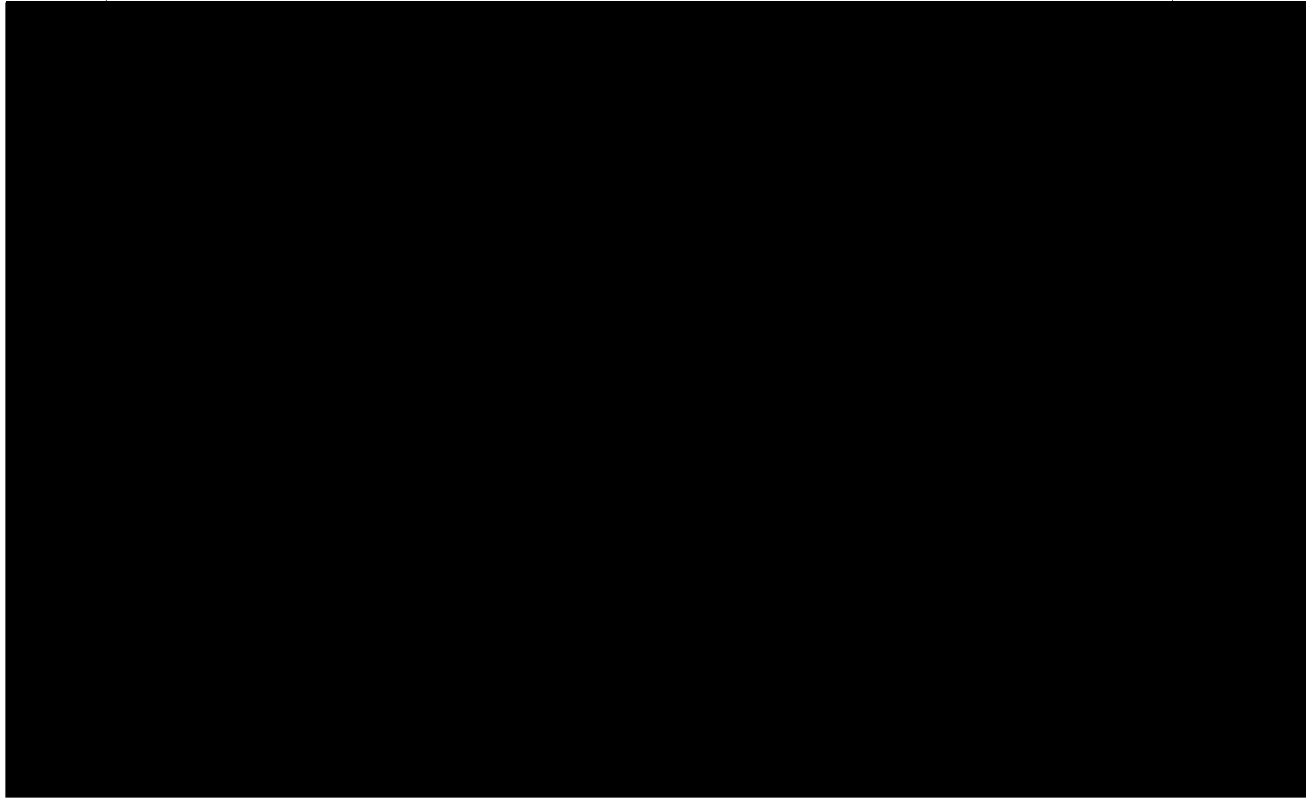
Other Apple products owned



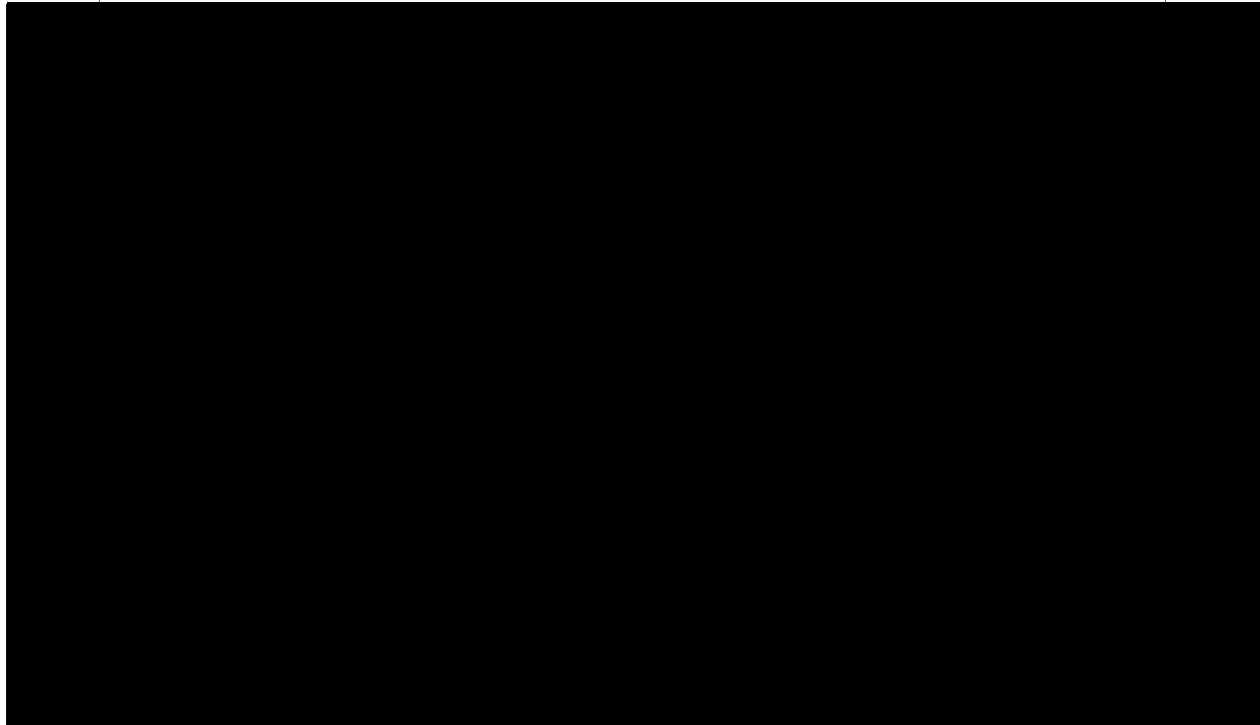
Other Apple products owned



Non-Apple device ownership



Non-Apple device ownership

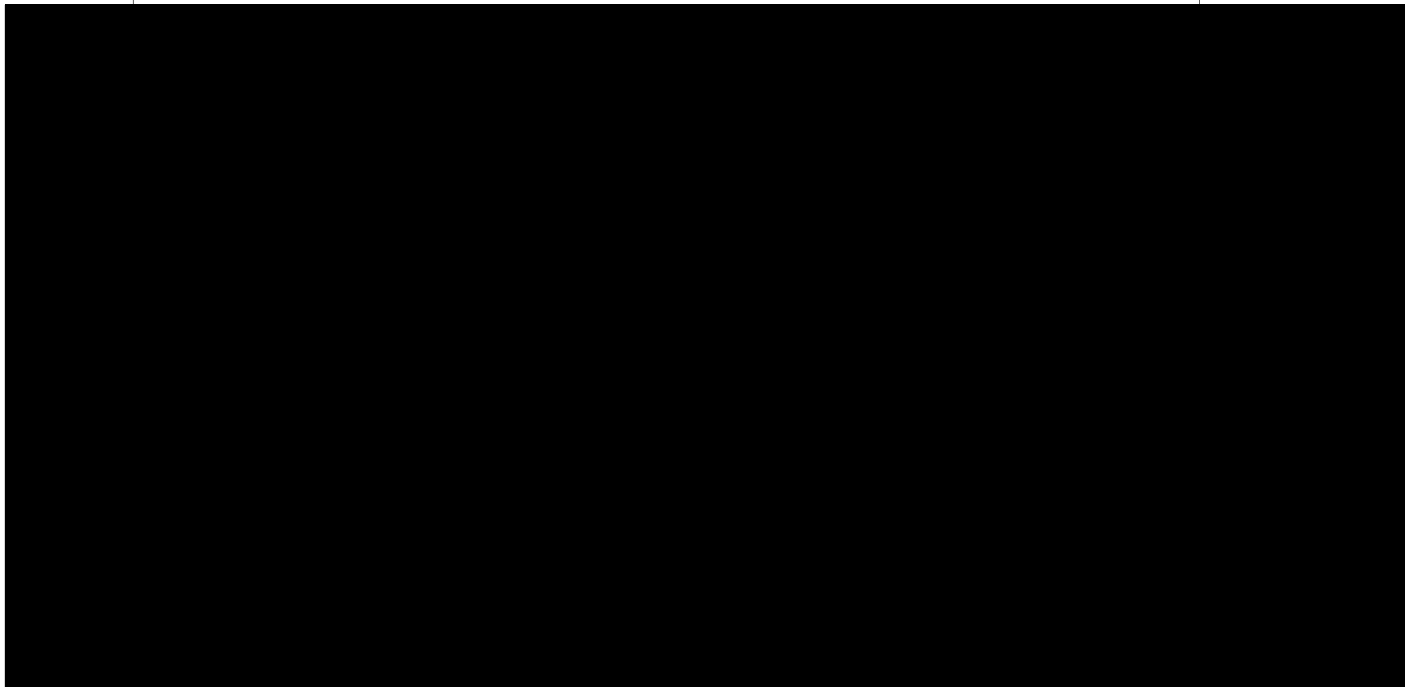




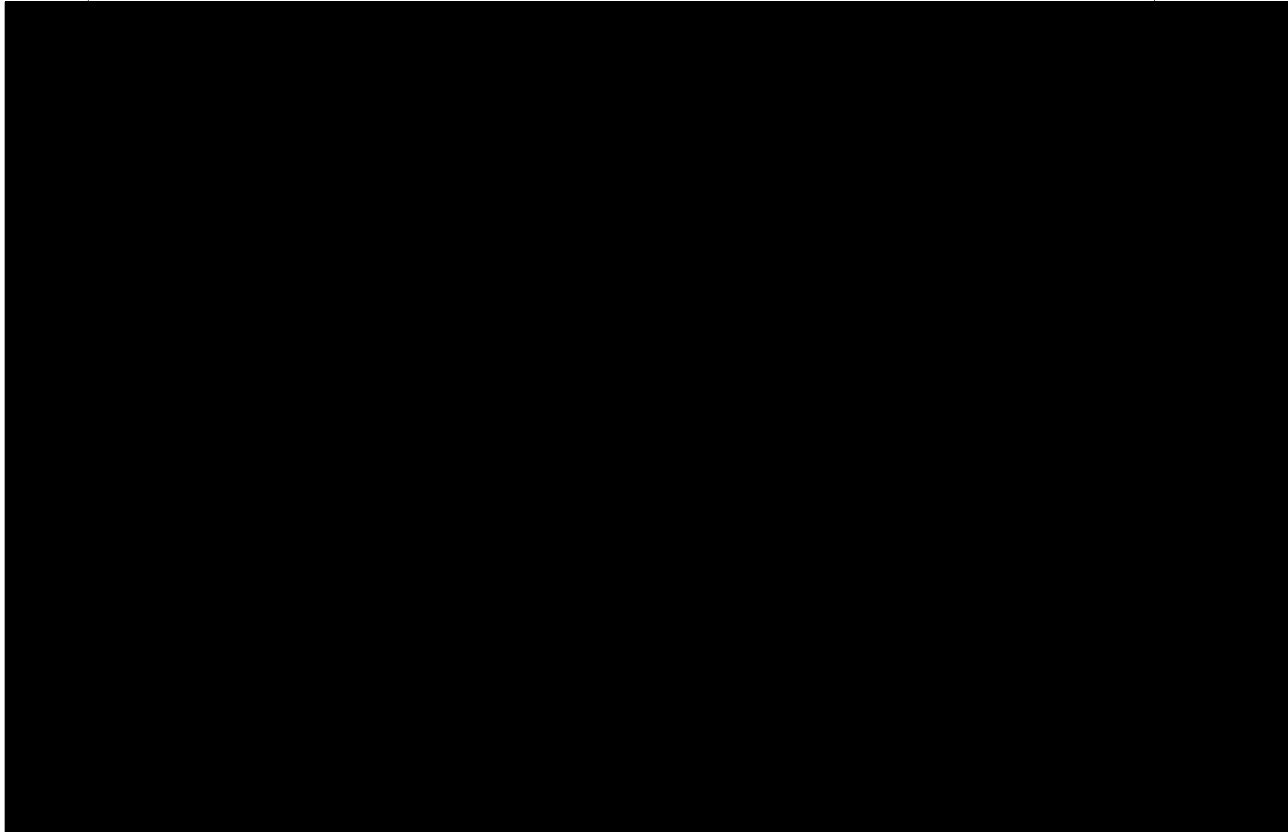
## Size perceptions detailed results

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## Size perceptions



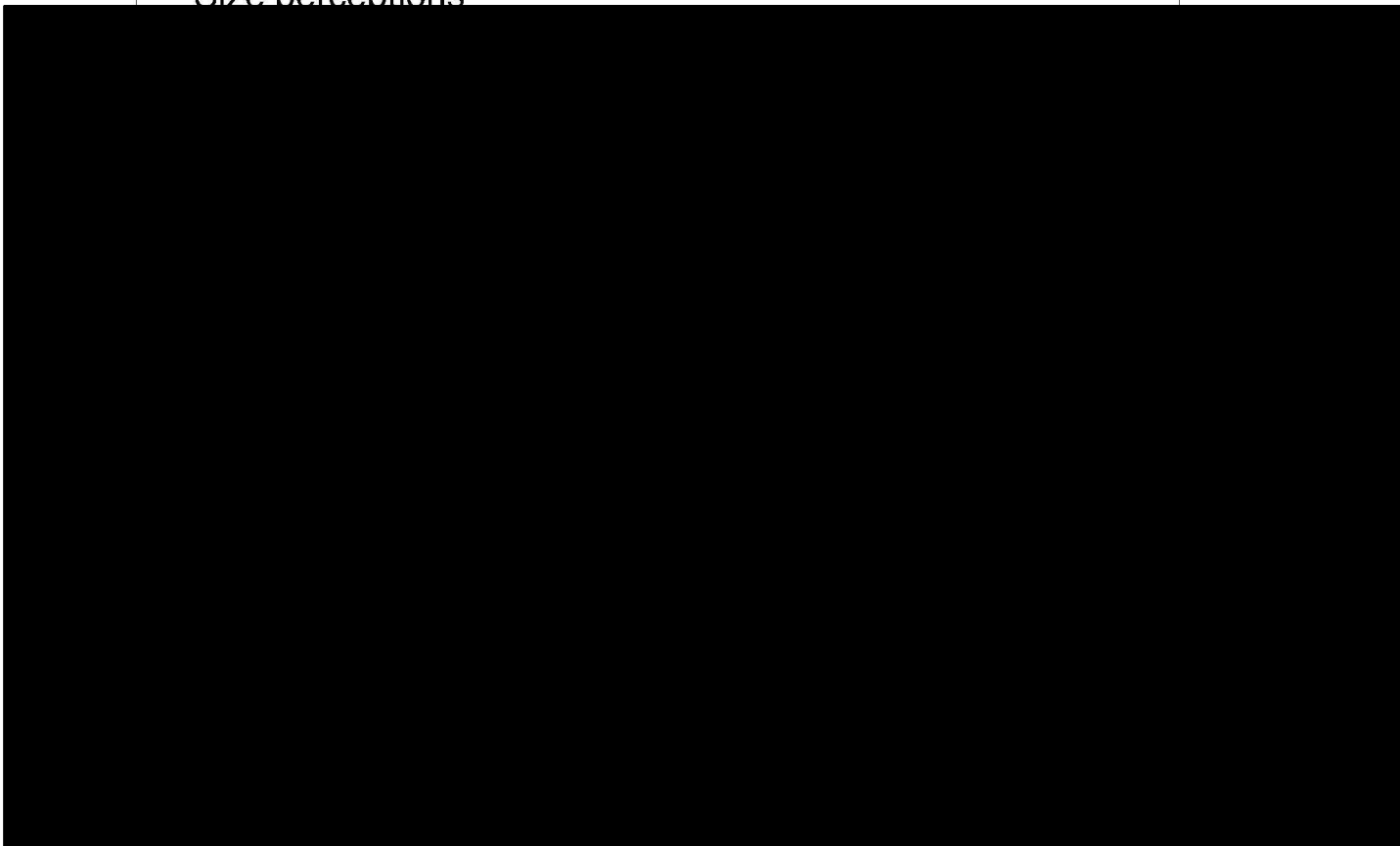
Size perceptions



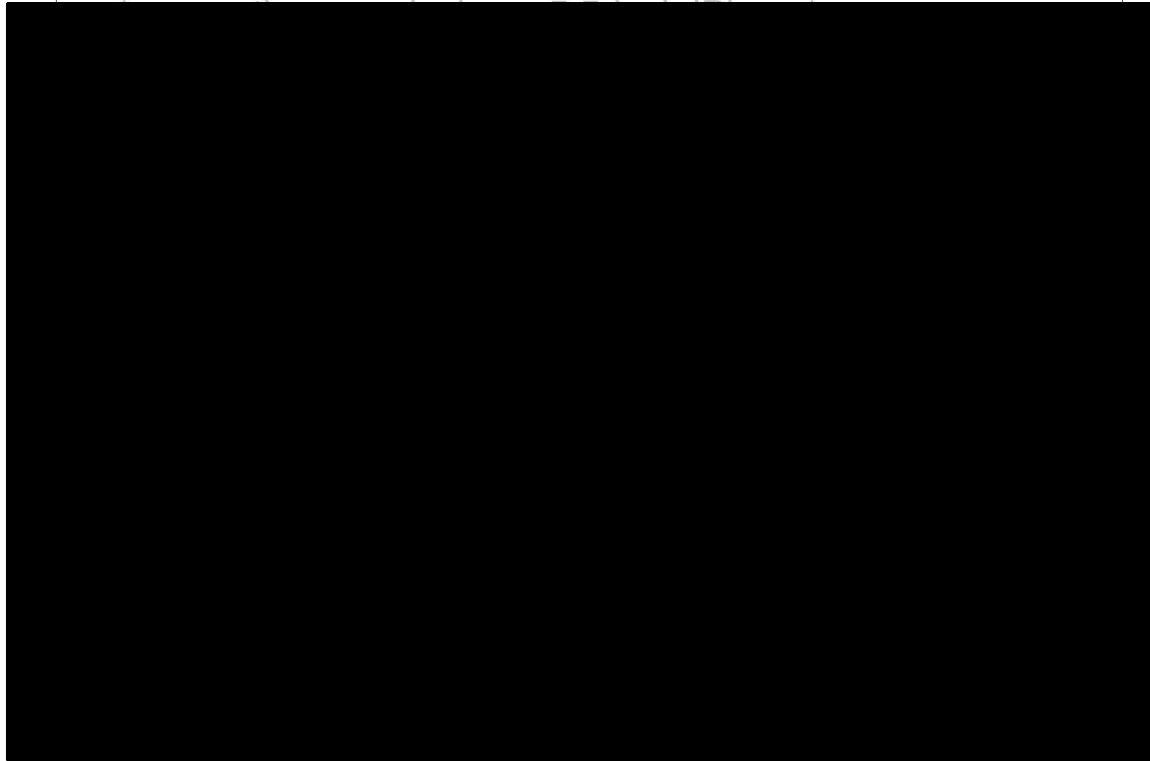
Size perceptions



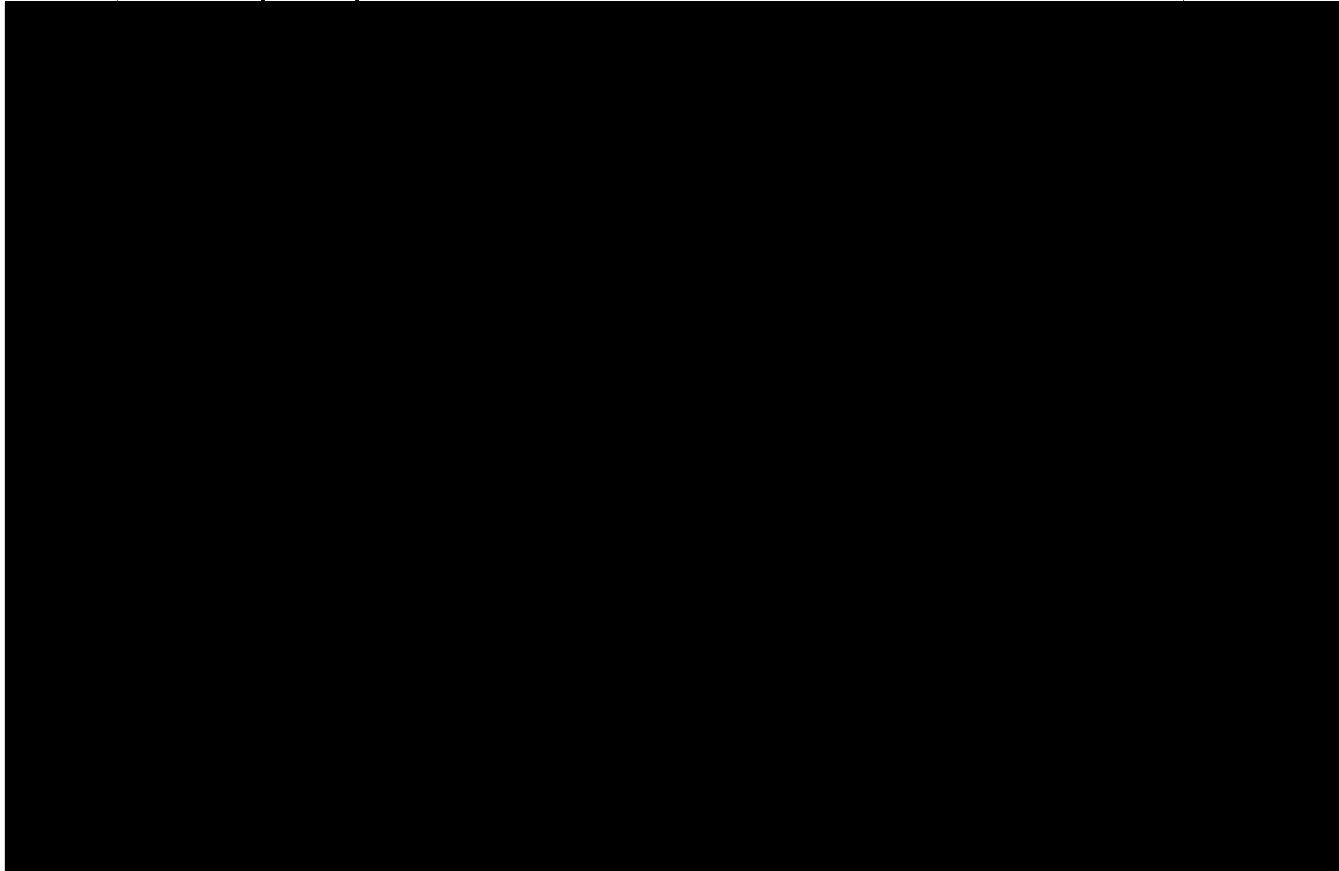
Size perceptions



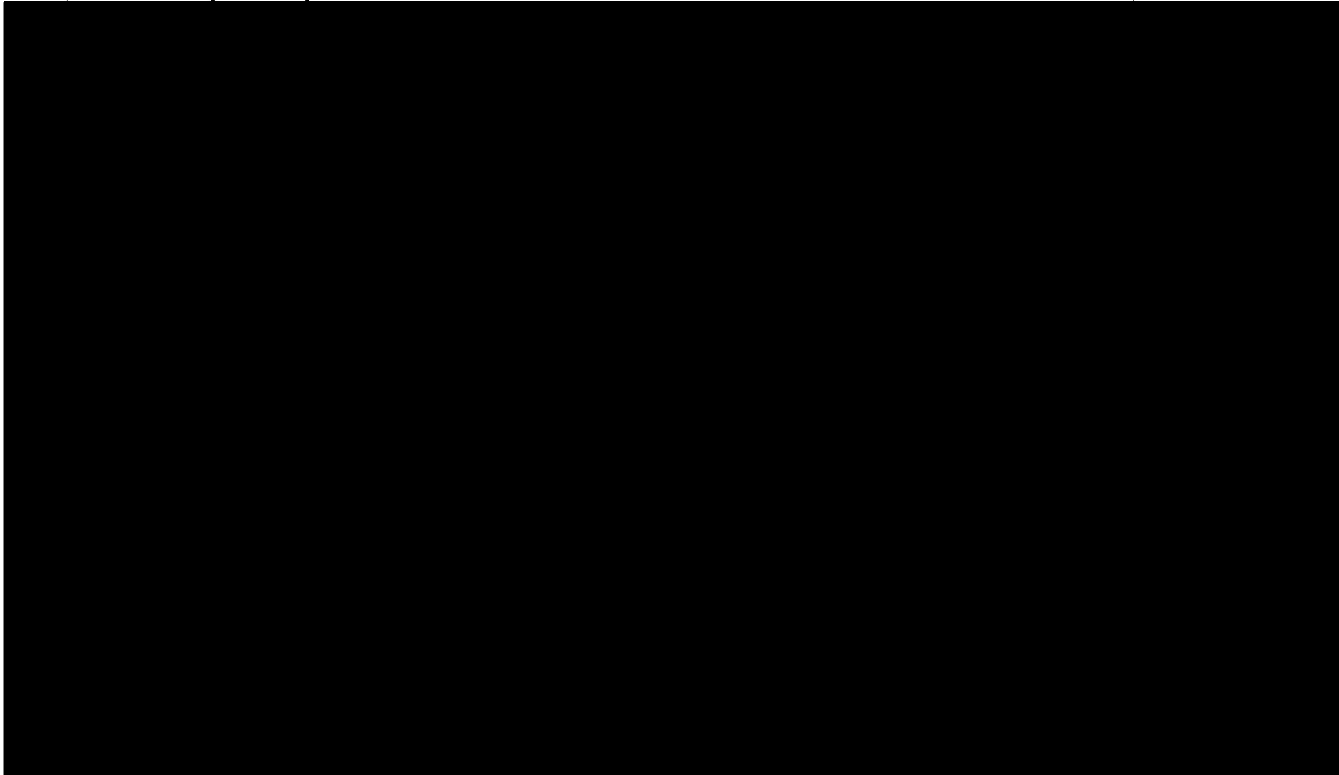
## Size perceptions



Size perceptions

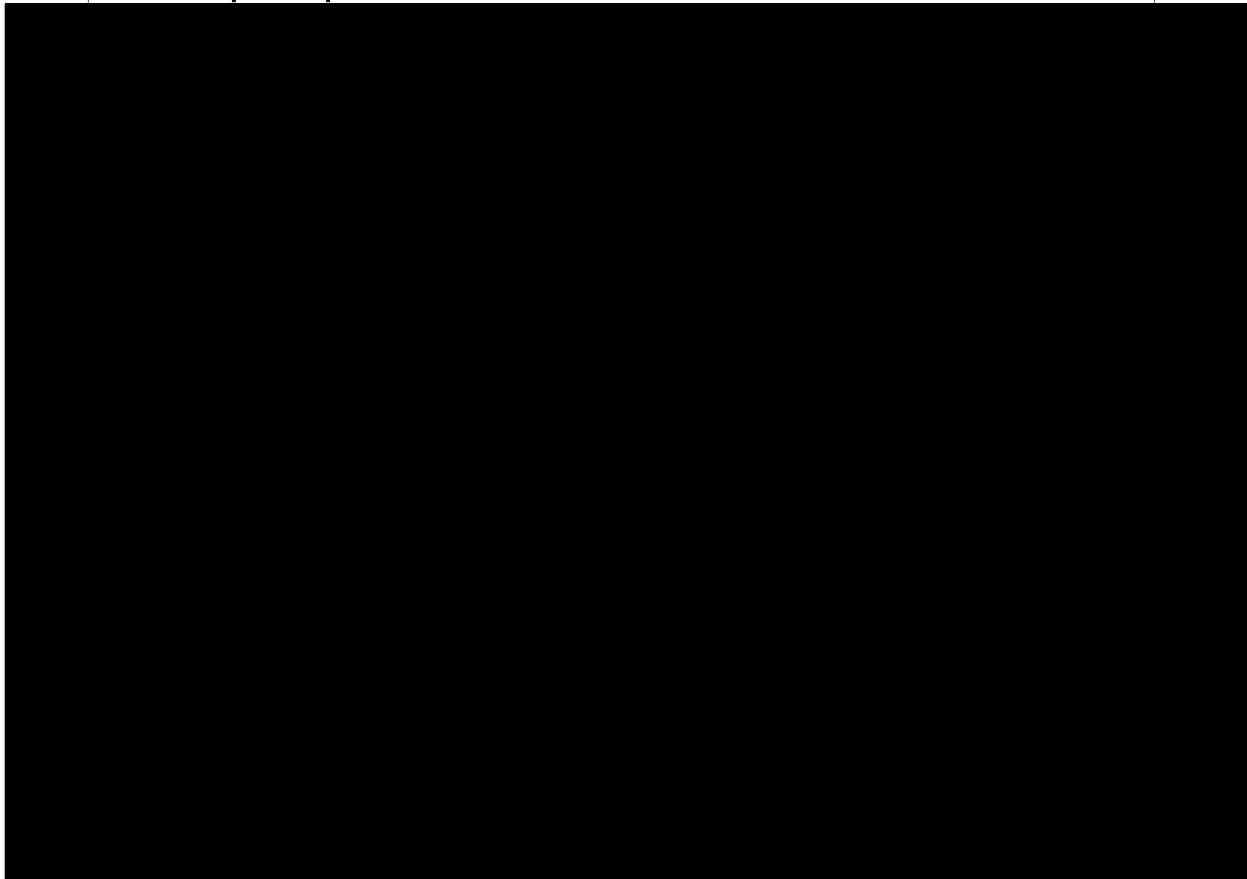


Size perceptions

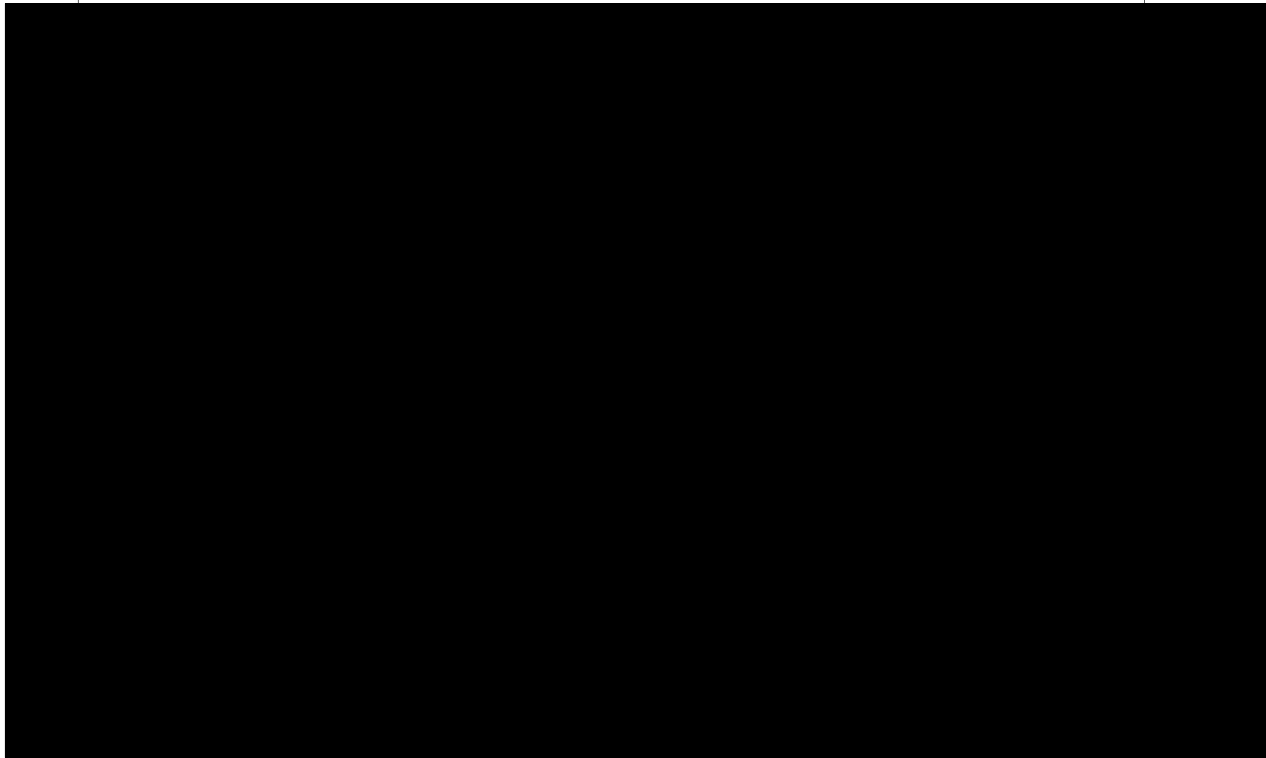




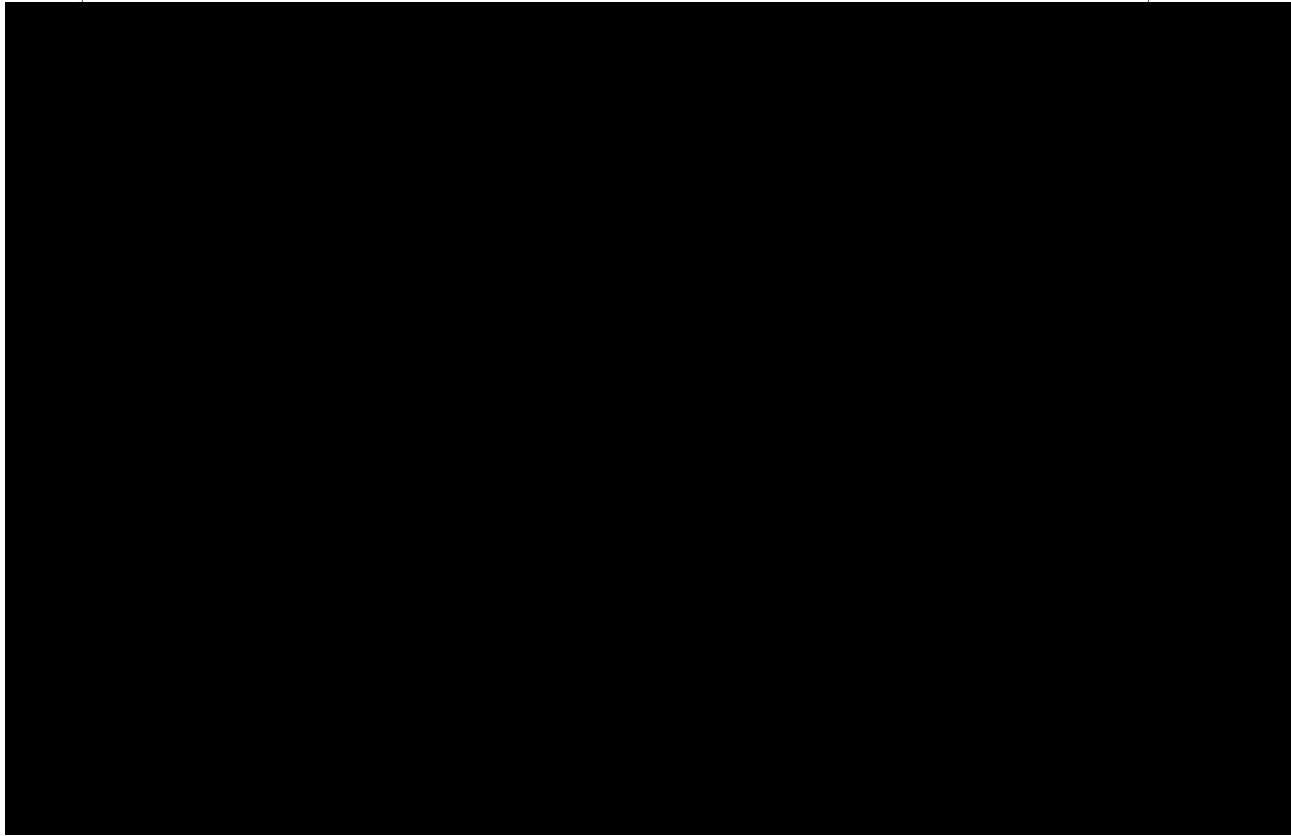
Size perceptions



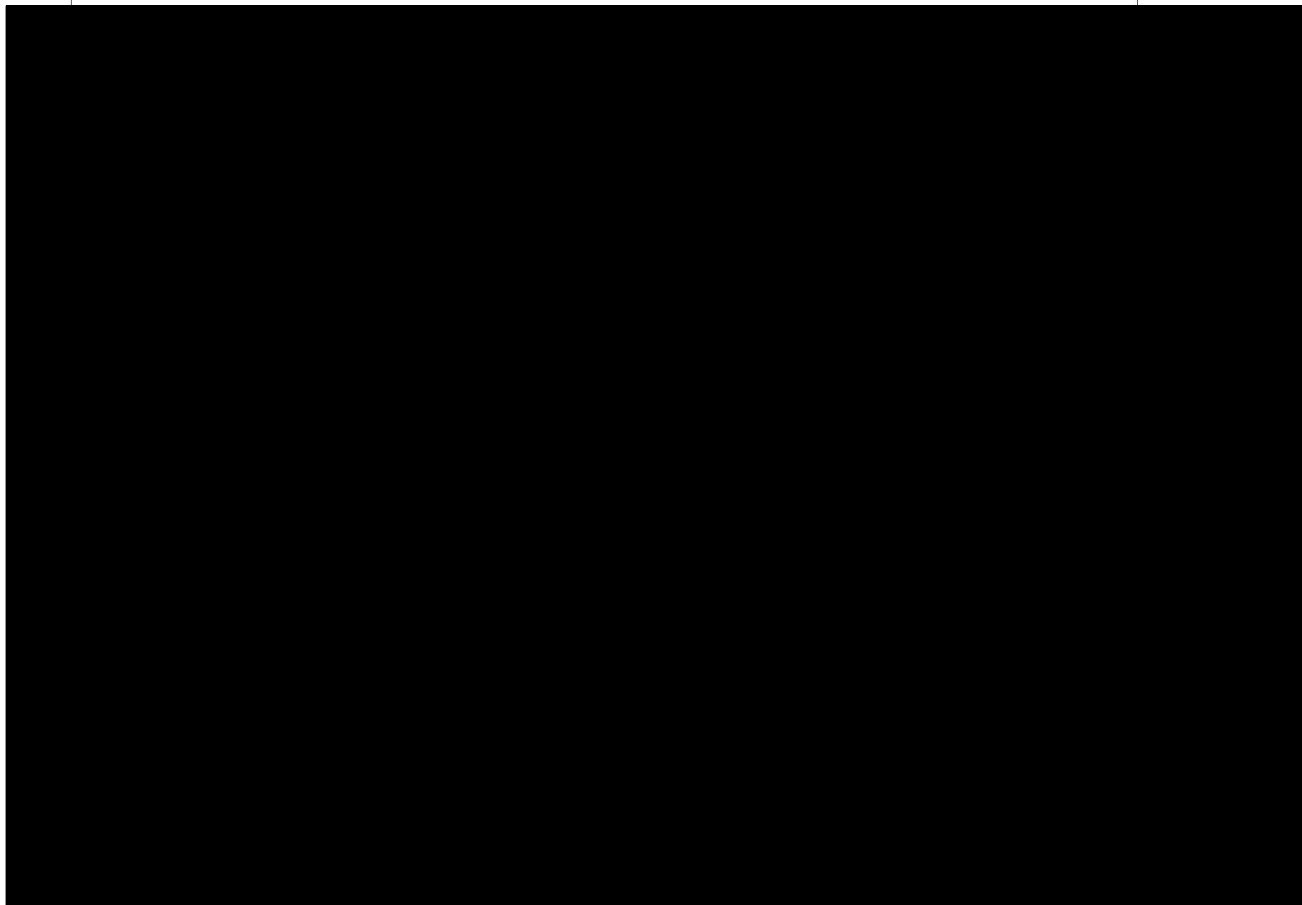
## Size perceptions



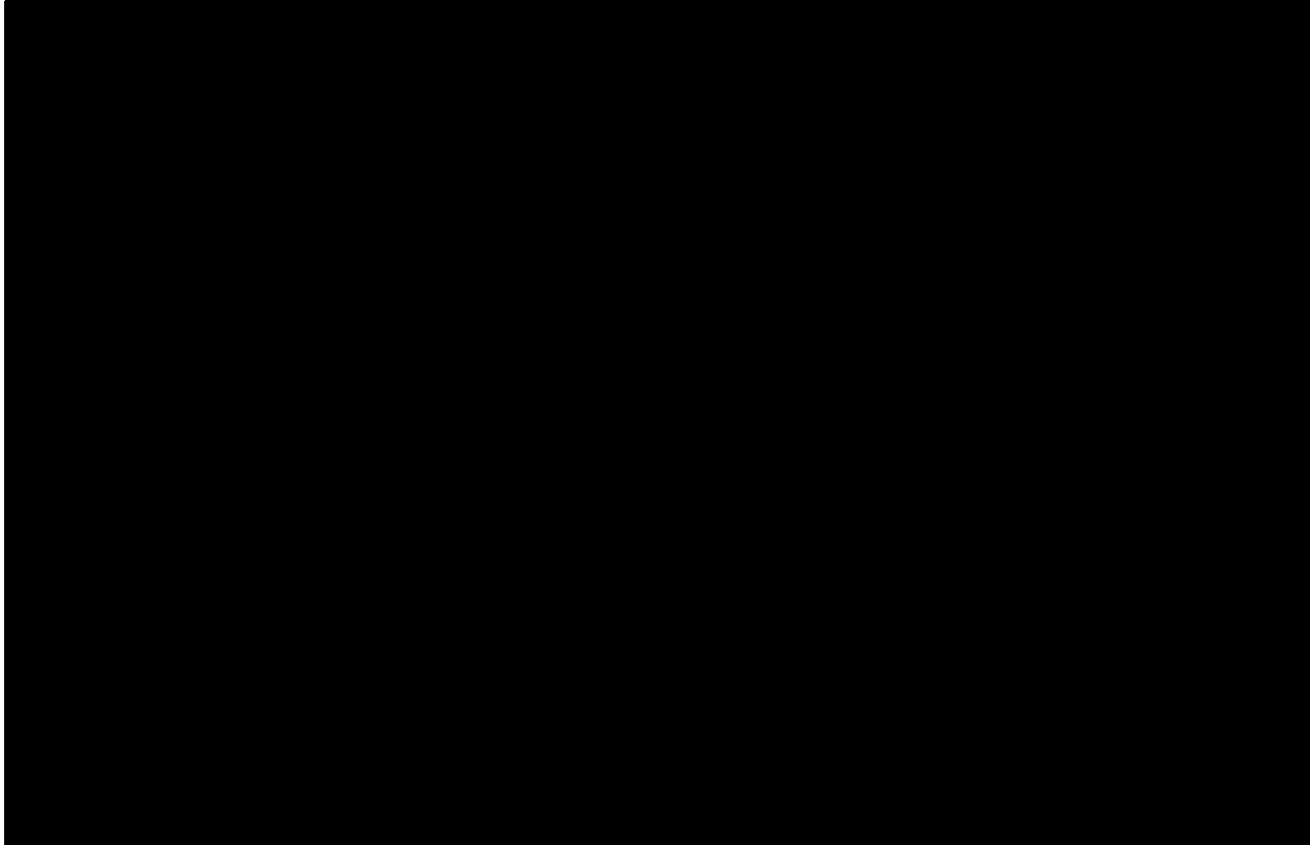
Size perceptions



Size perceptions



Size perceptions



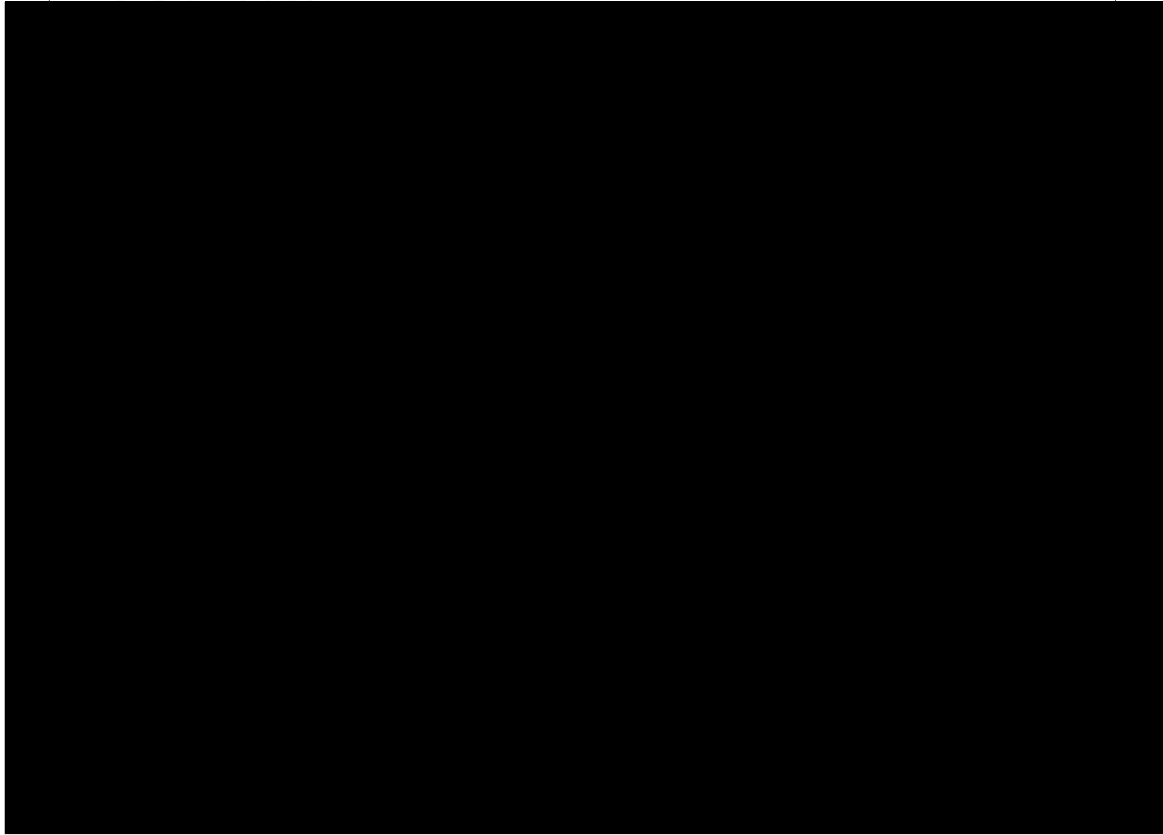
Size perceptions



## Size perception trends

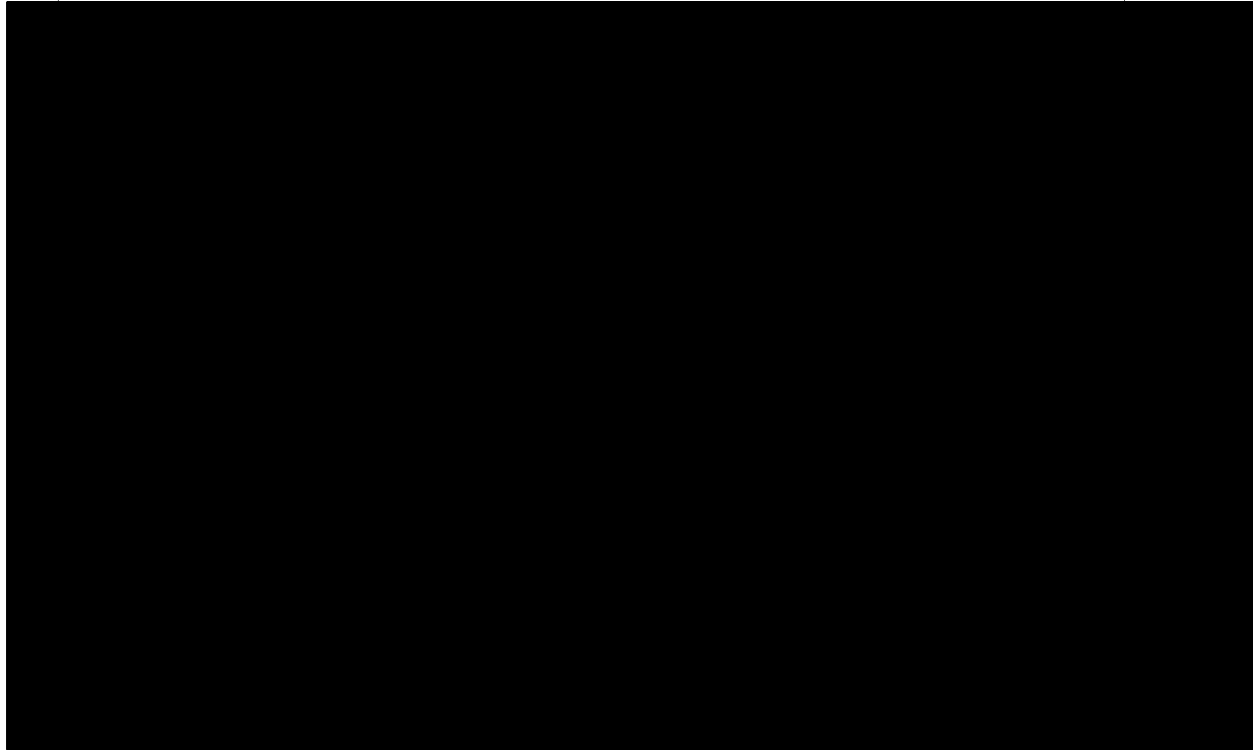
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## Size perception trends

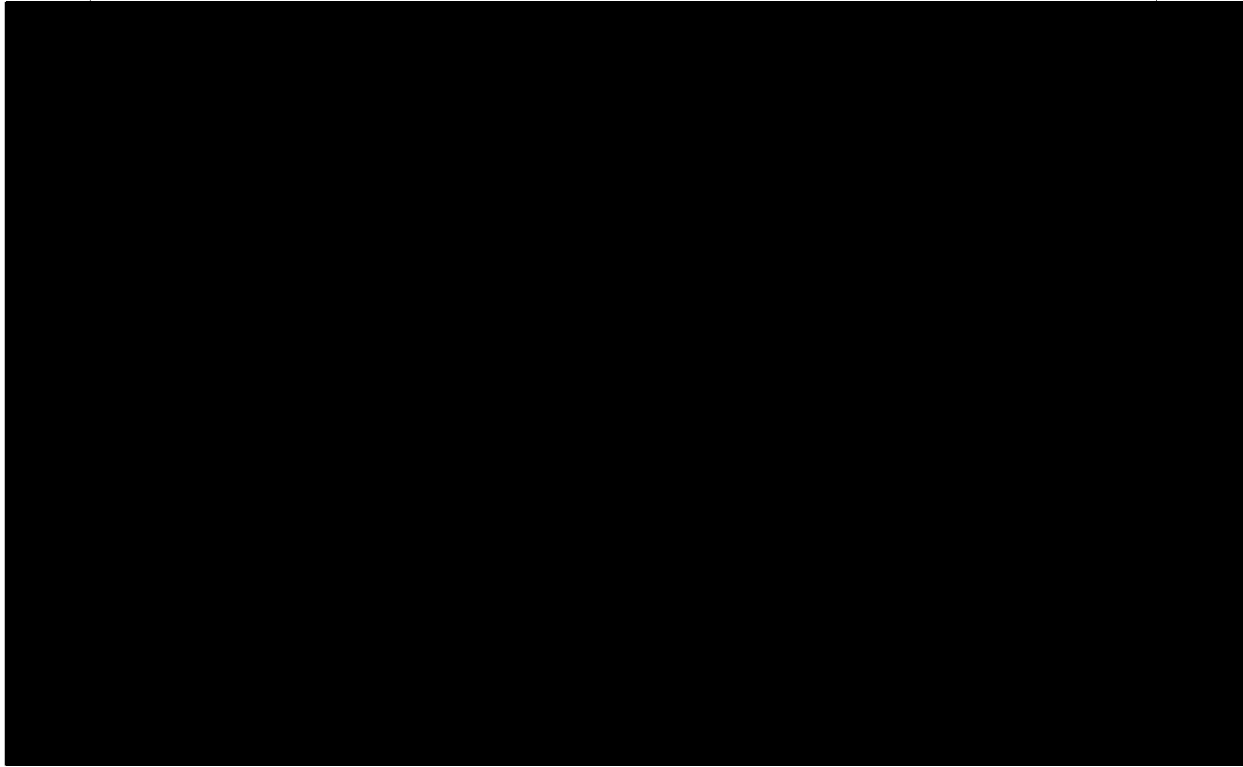




## Size perception trends



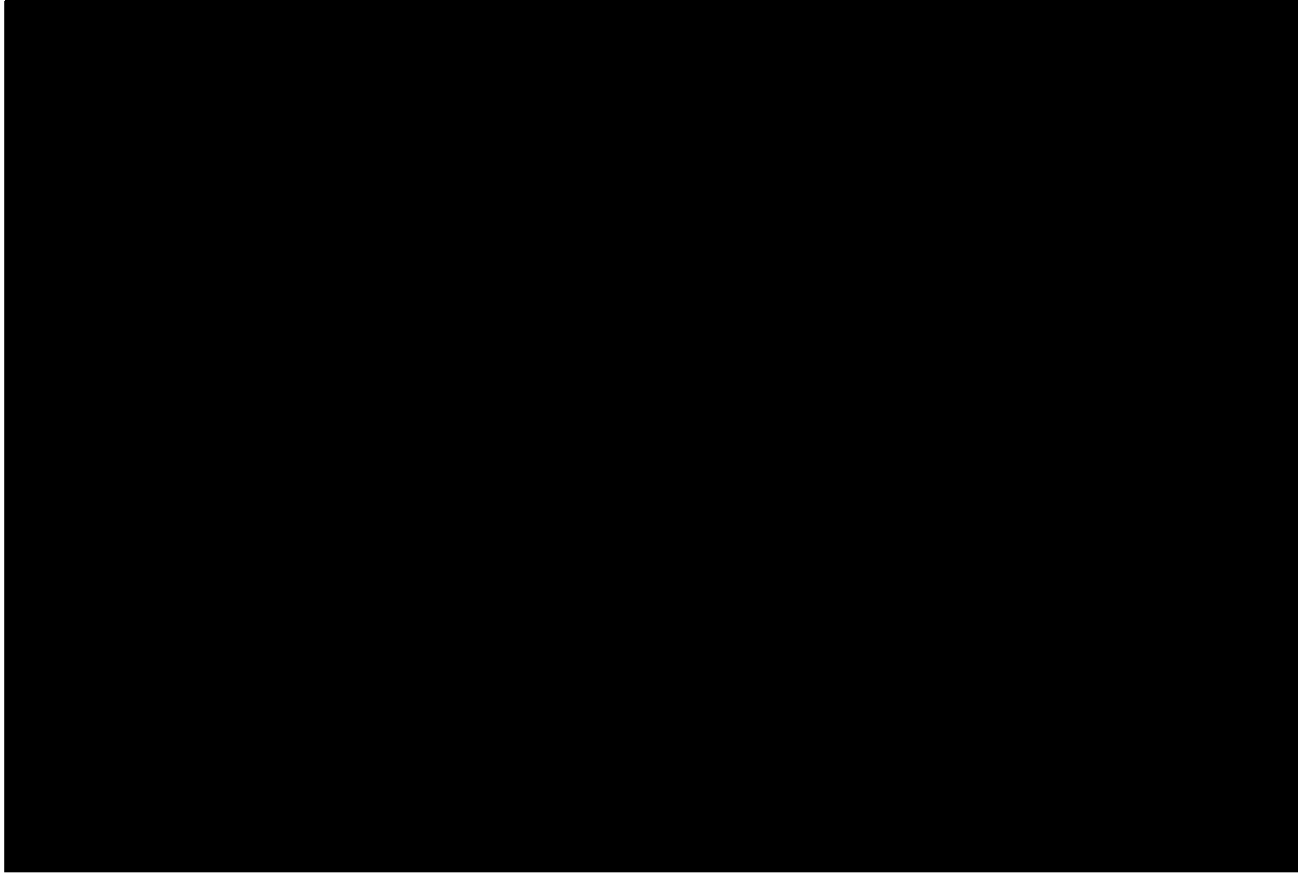
## Size perception trends



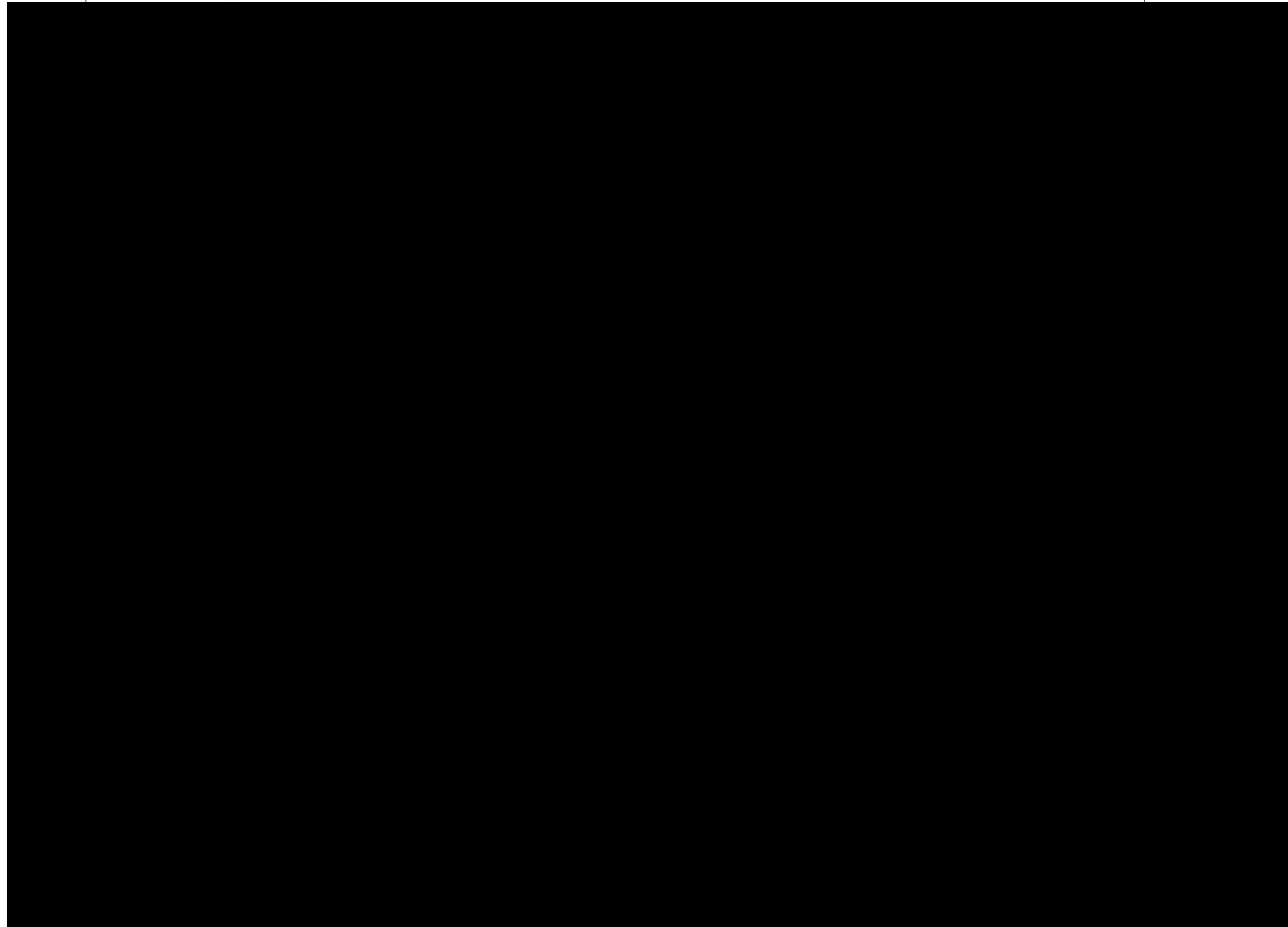
## Size perception trends



## Size perception trends



## Size perception trends



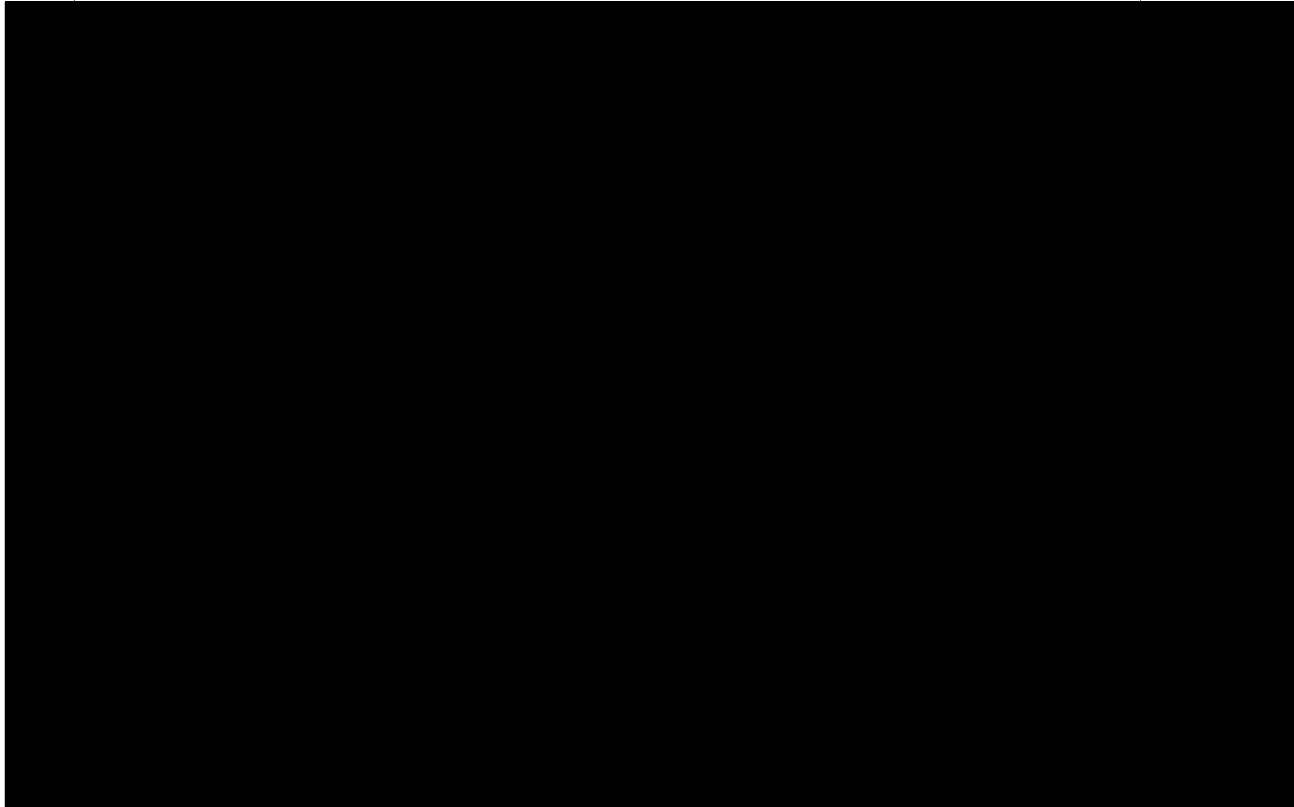
## Satisfaction detailed results

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Overall satisfaction

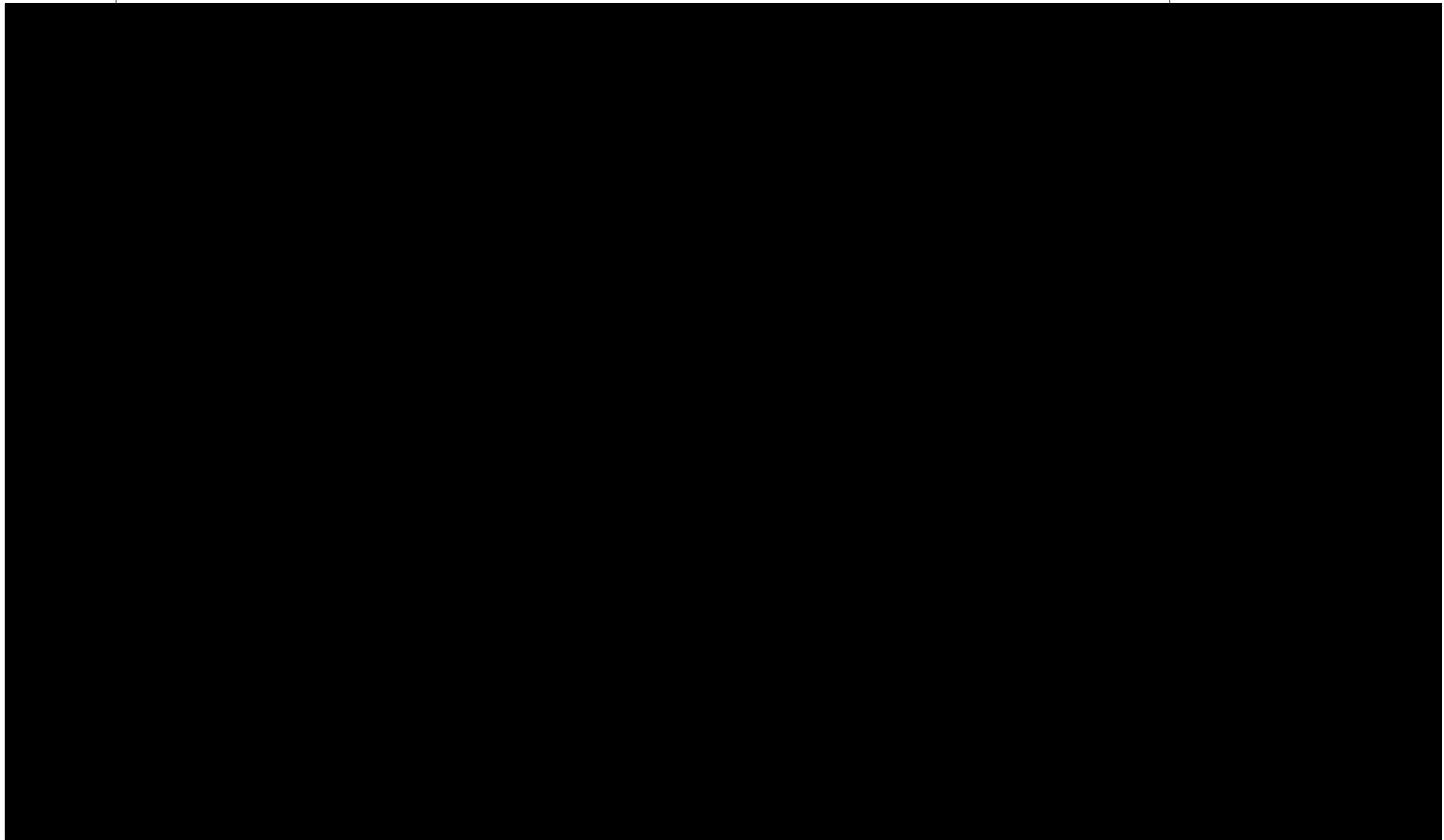


Overall satisfaction

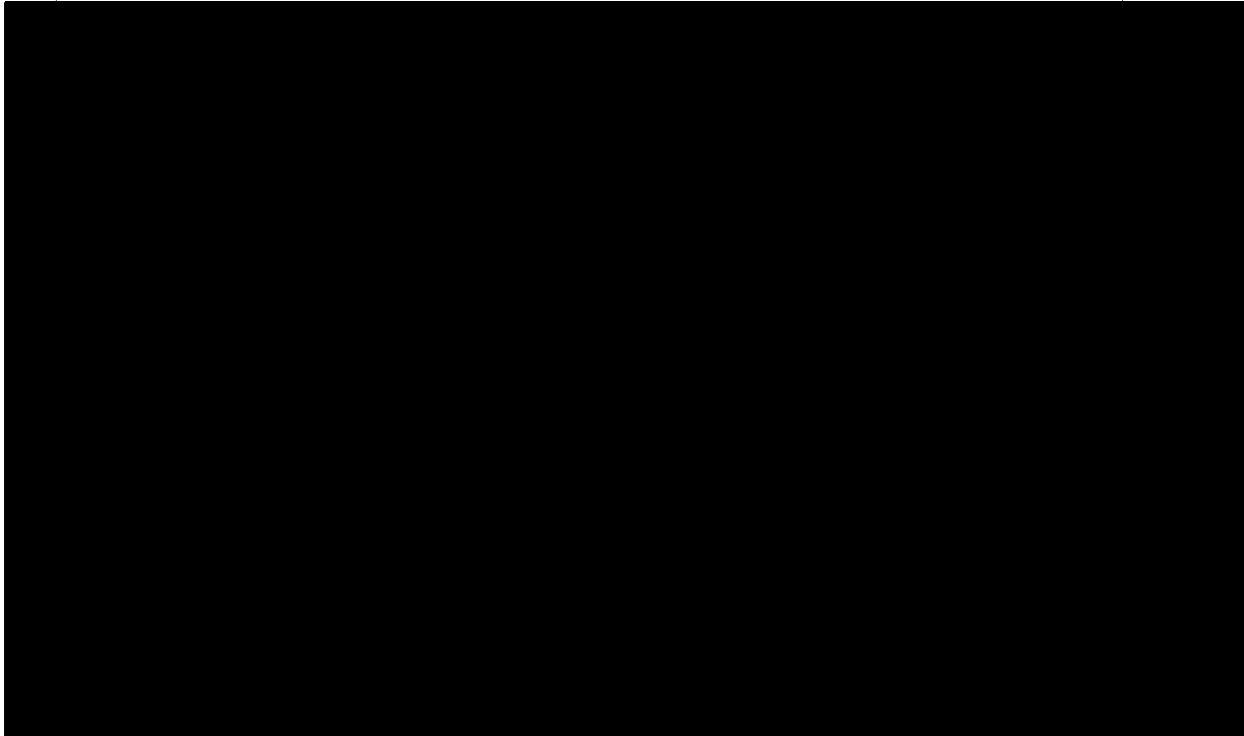




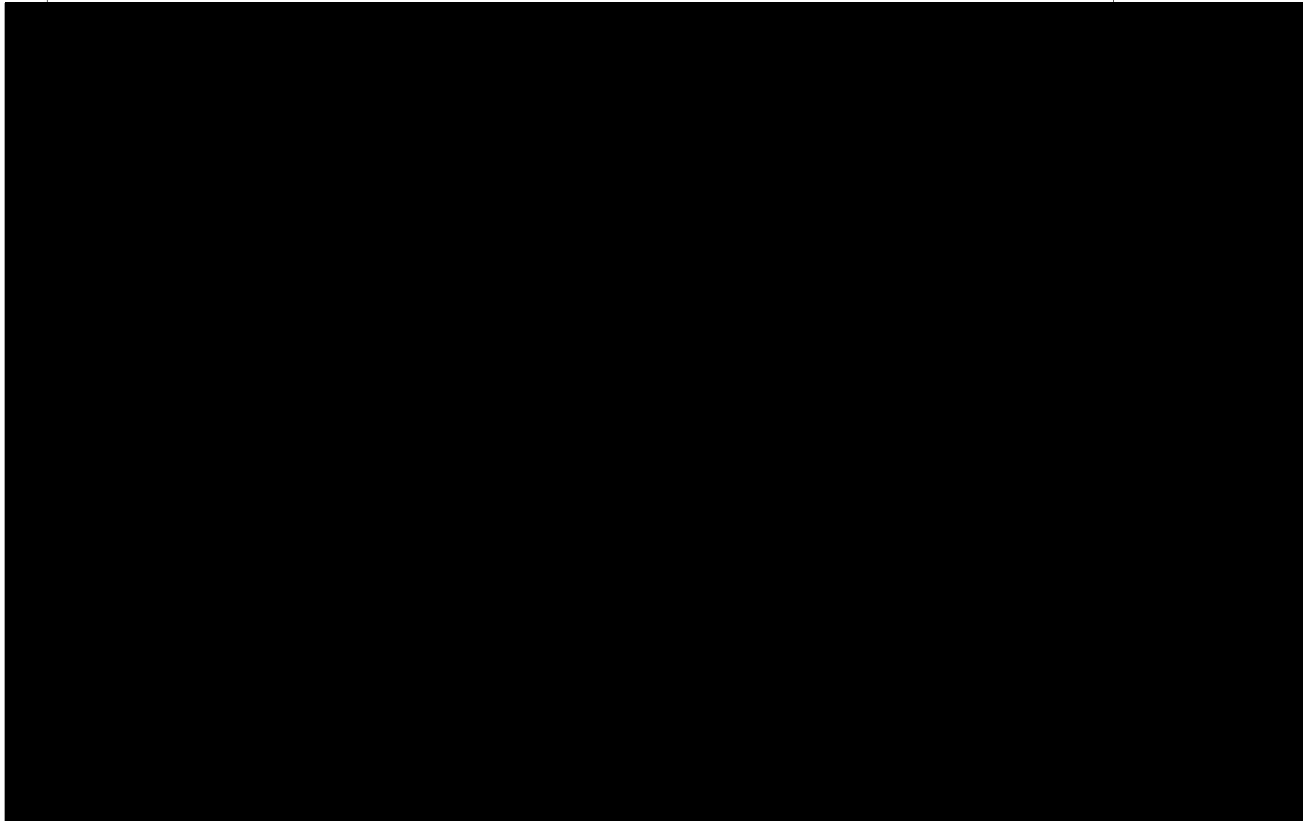
Overall satisfaction



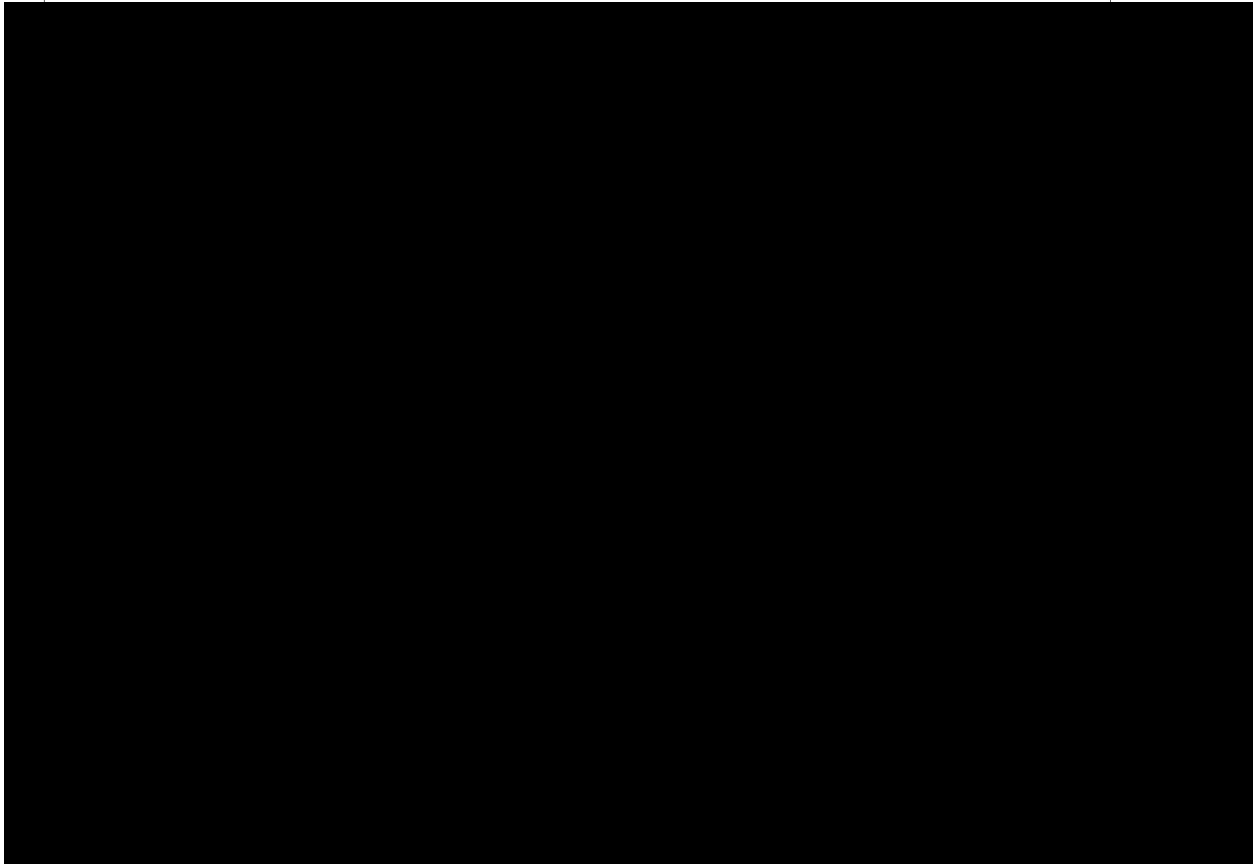
Overall satisfaction



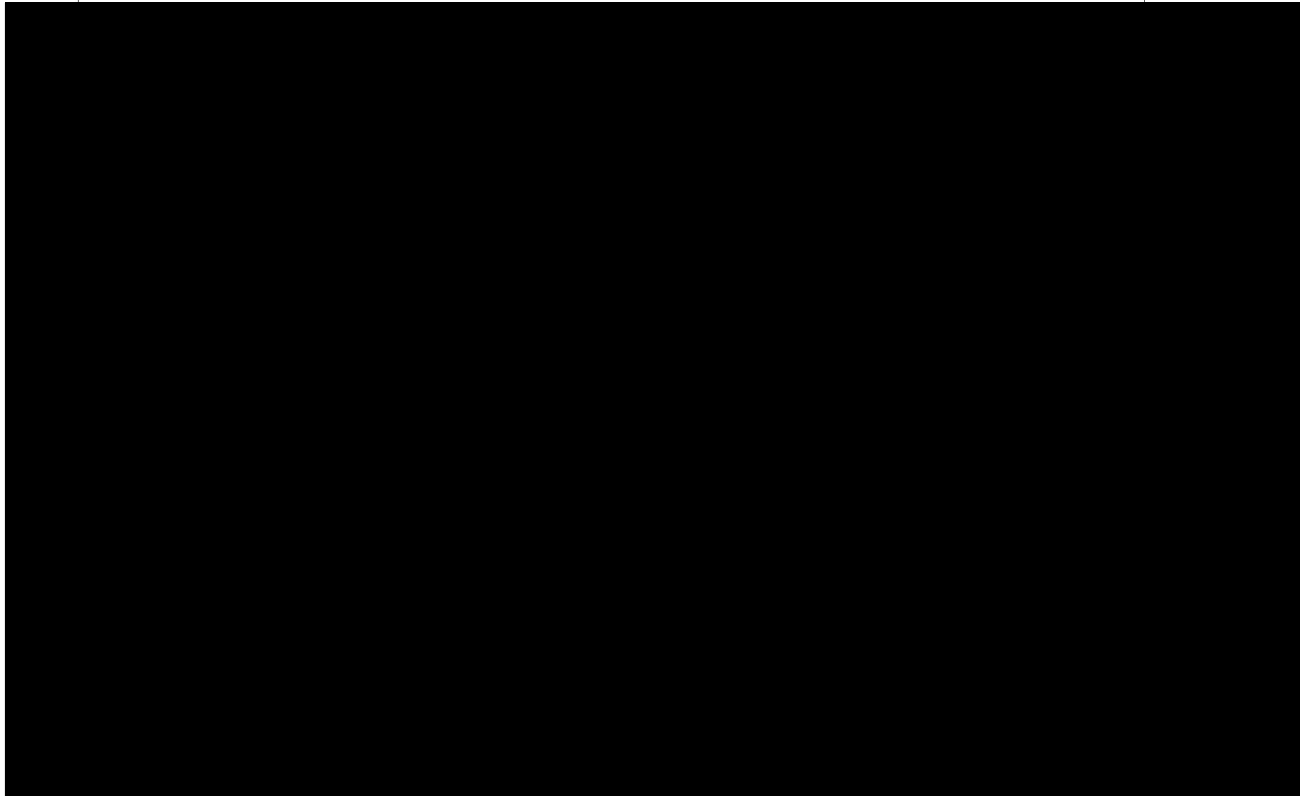
Overall satisfaction



Overall satisfaction



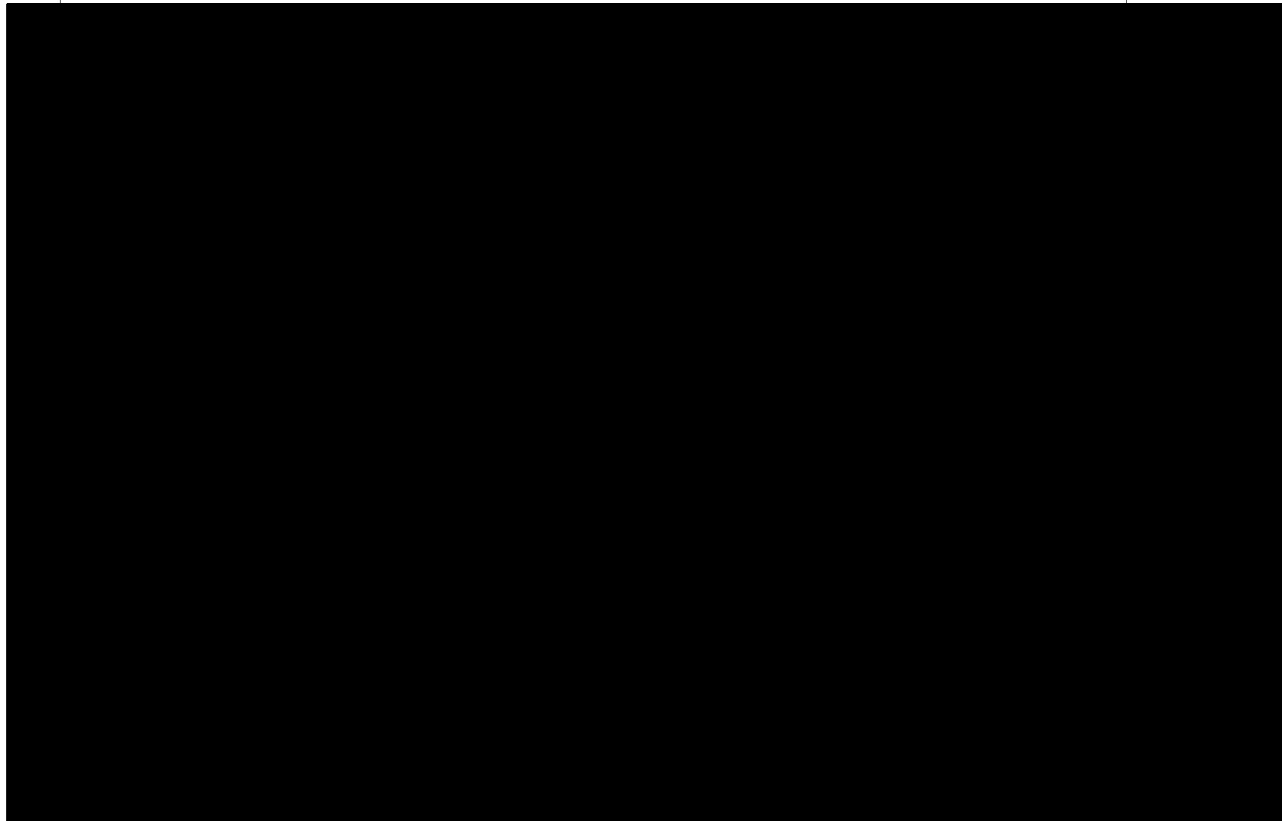
Overall satisfaction



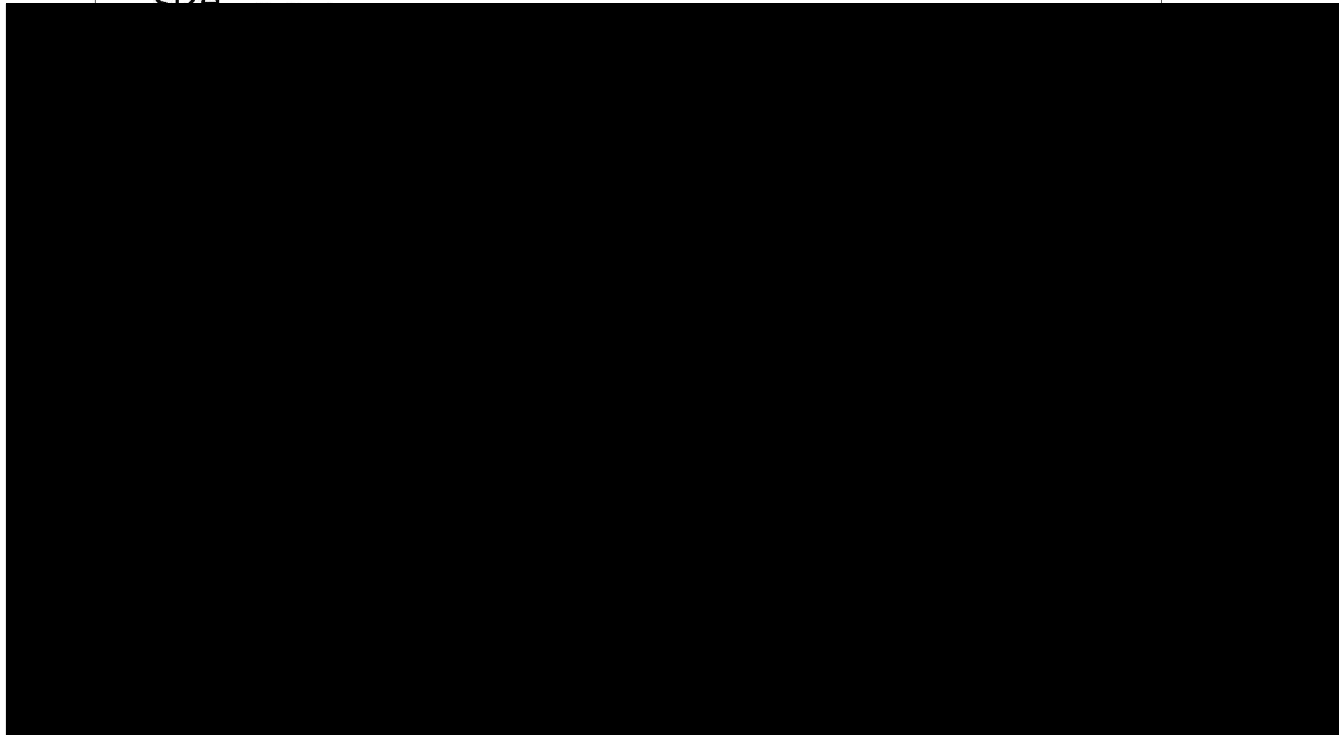
## iPhone XS satisfaction by replaced iPhone screen size



## iPhone XS satisfaction by replaced iPhone generation

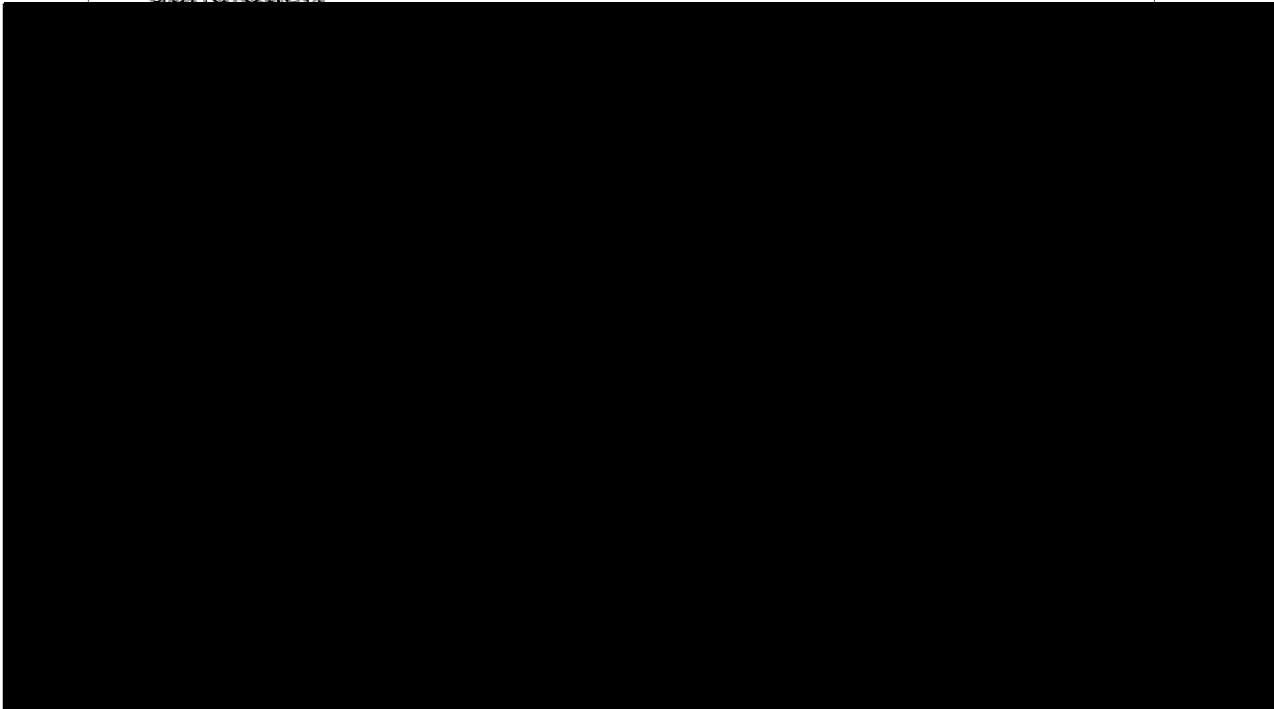


iPhone XS Max satisfaction by replaced iPhone screen  
size

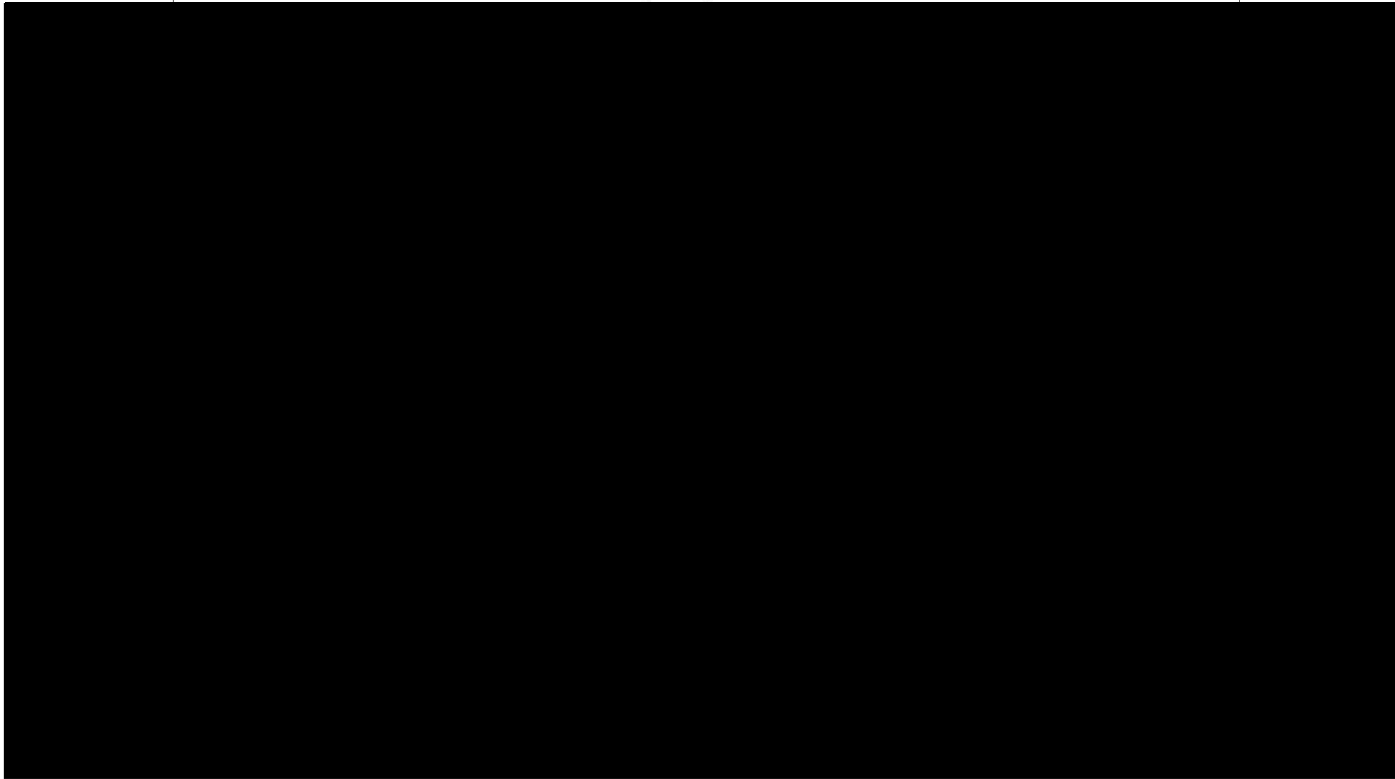




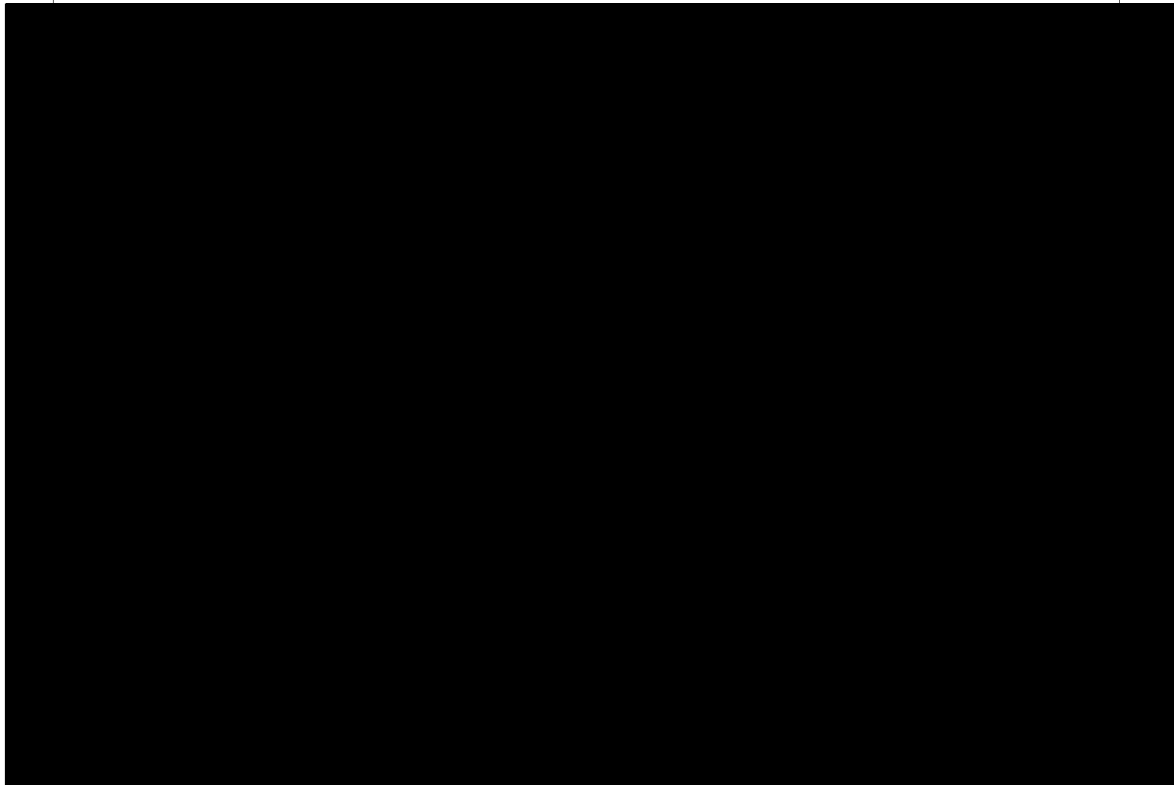
iPhone XS Max satisfaction by replaced iPhone  
generation



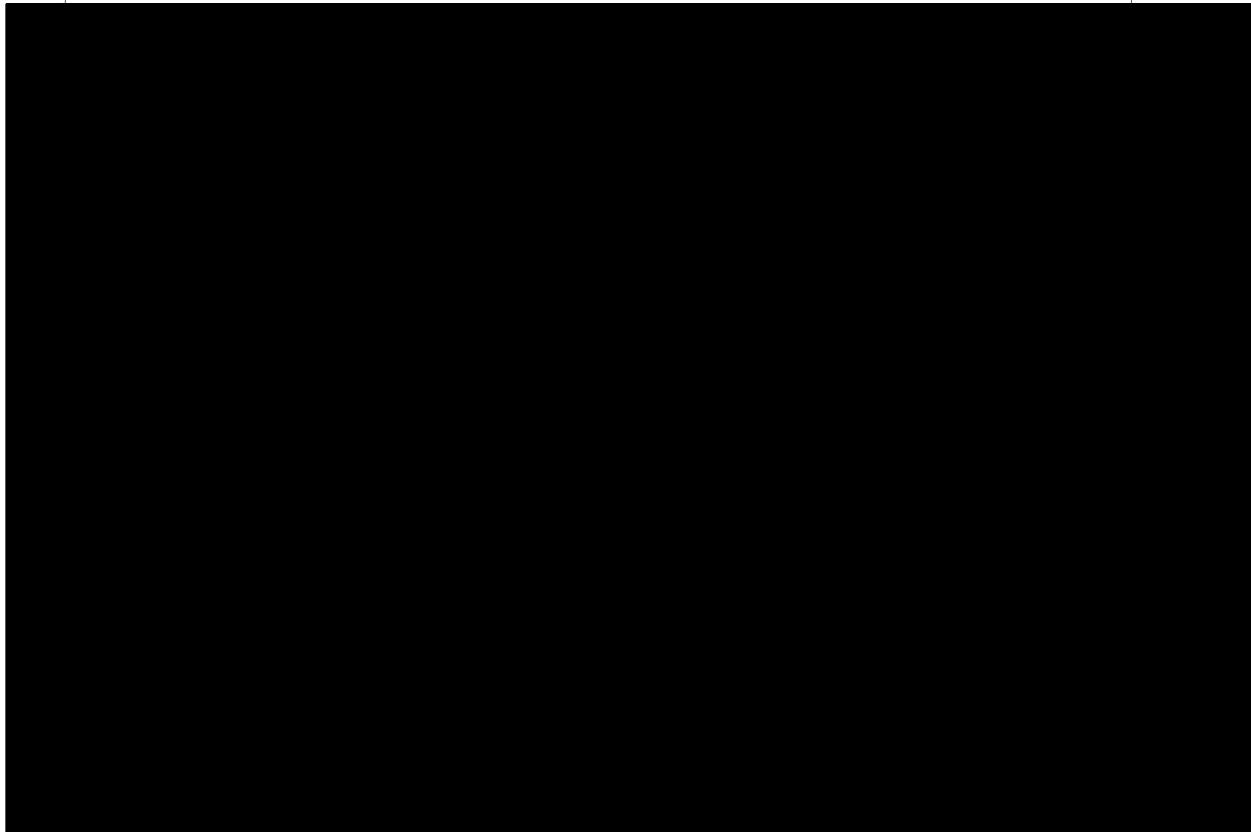
iPhone XR satisfaction by replaced iPhone screen size



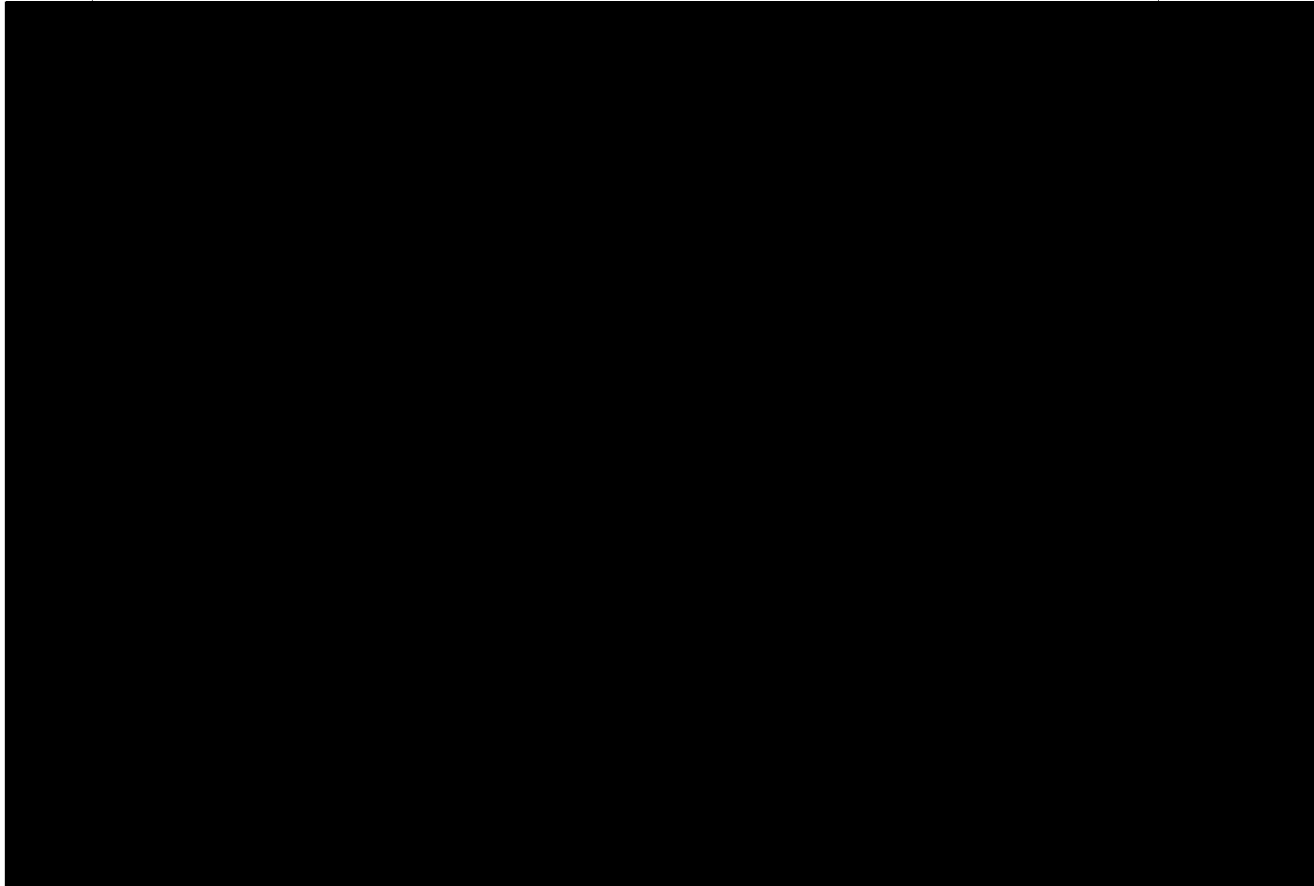
## iPhone XR satisfaction by replaced iPhone generation



Overall satisfaction



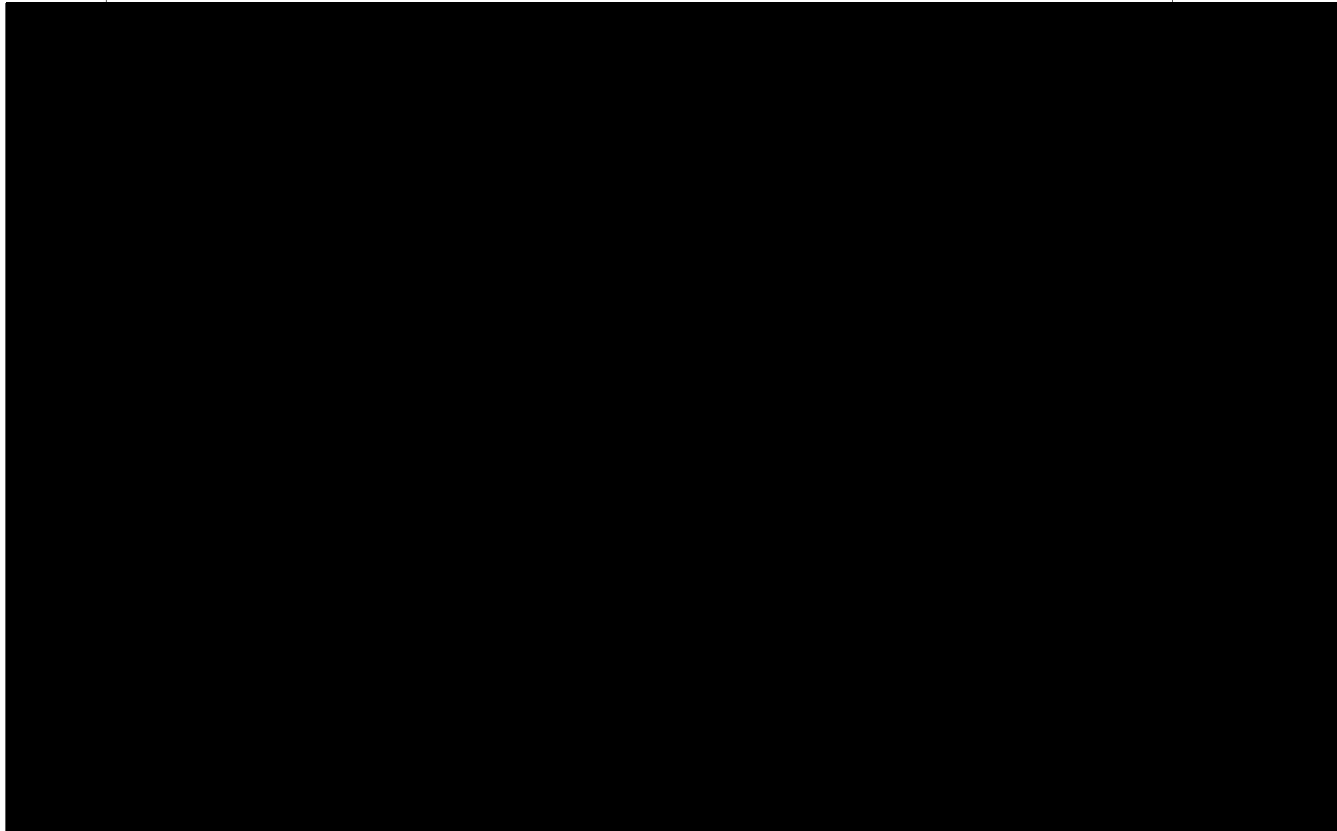
Overall satisfaction



Overall satisfaction



Overall satisfaction

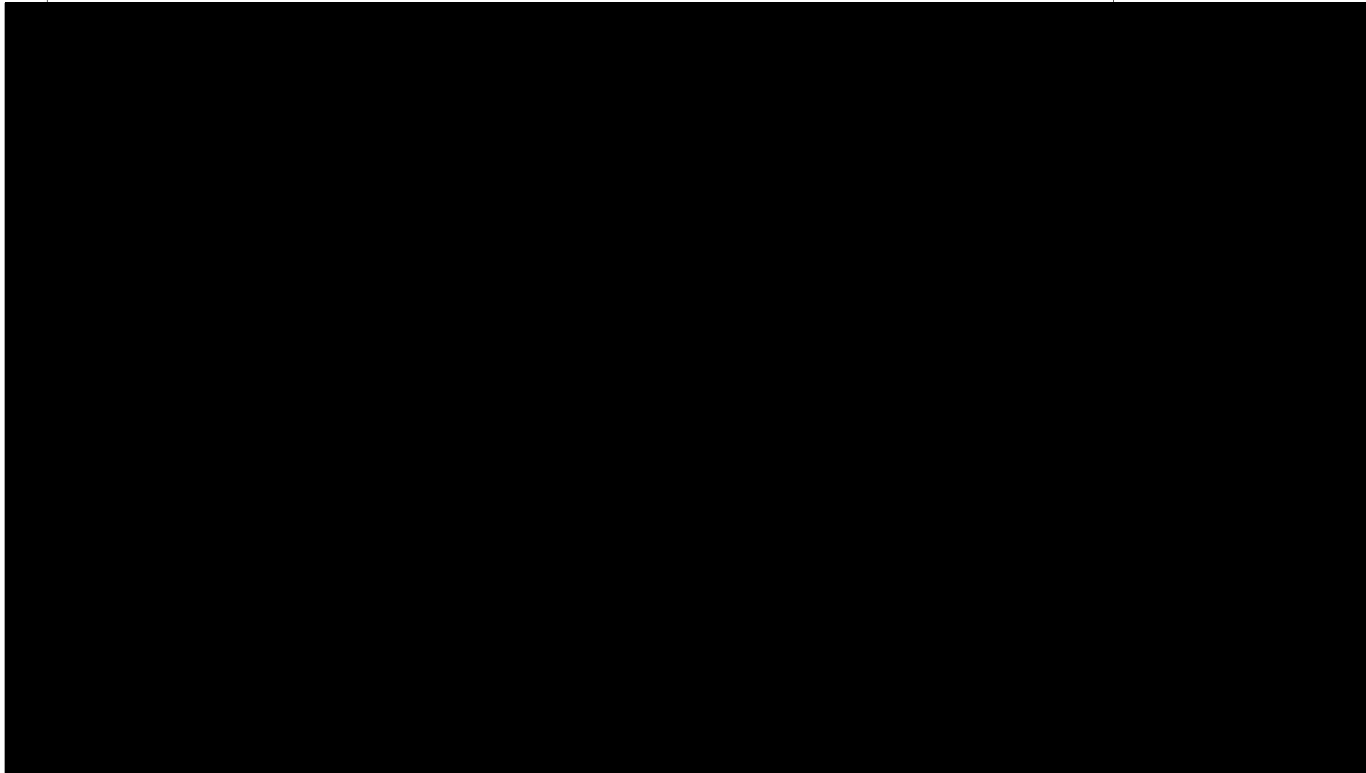


## Face ID and Touch ID detailed results

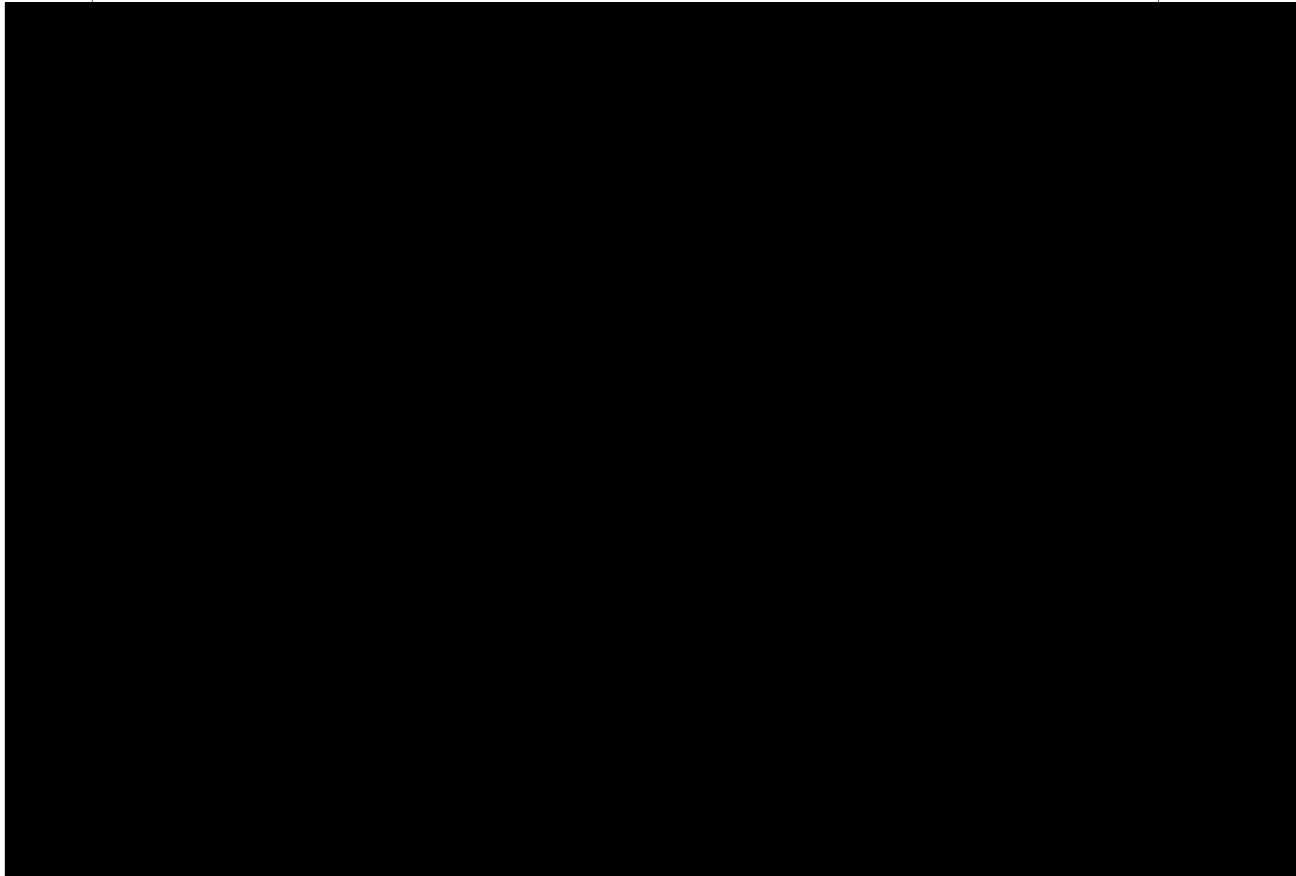
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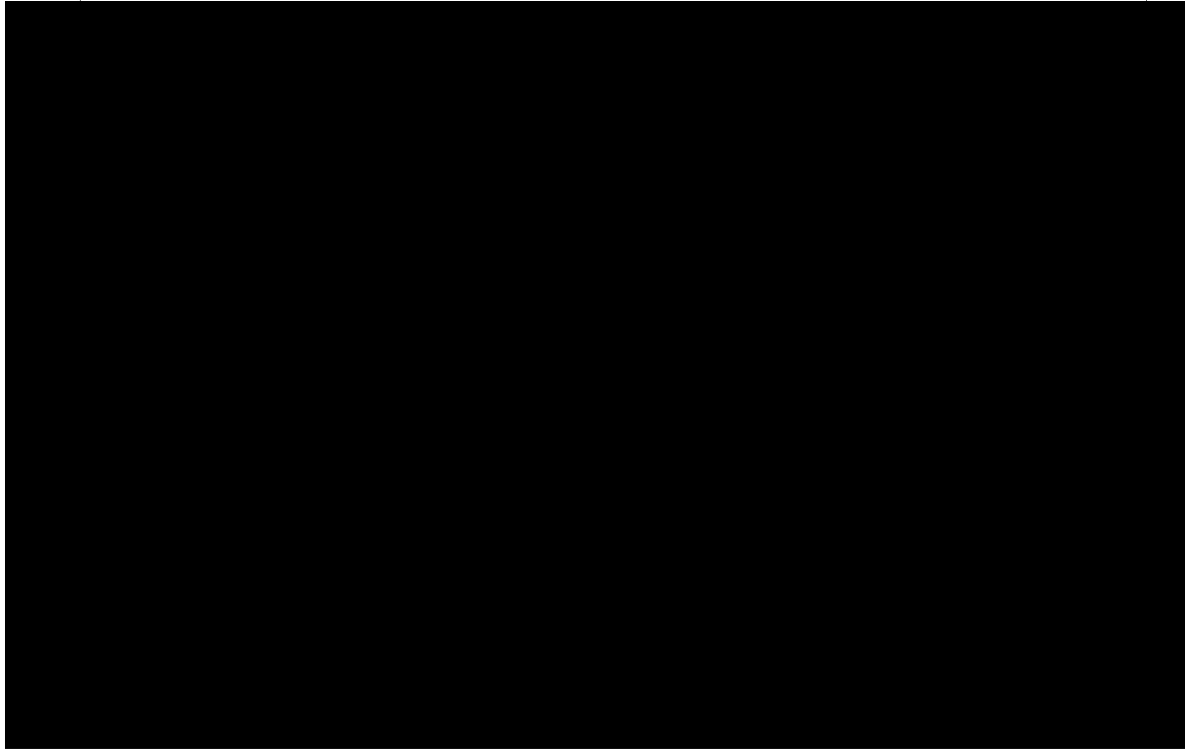
Primary Unlock method



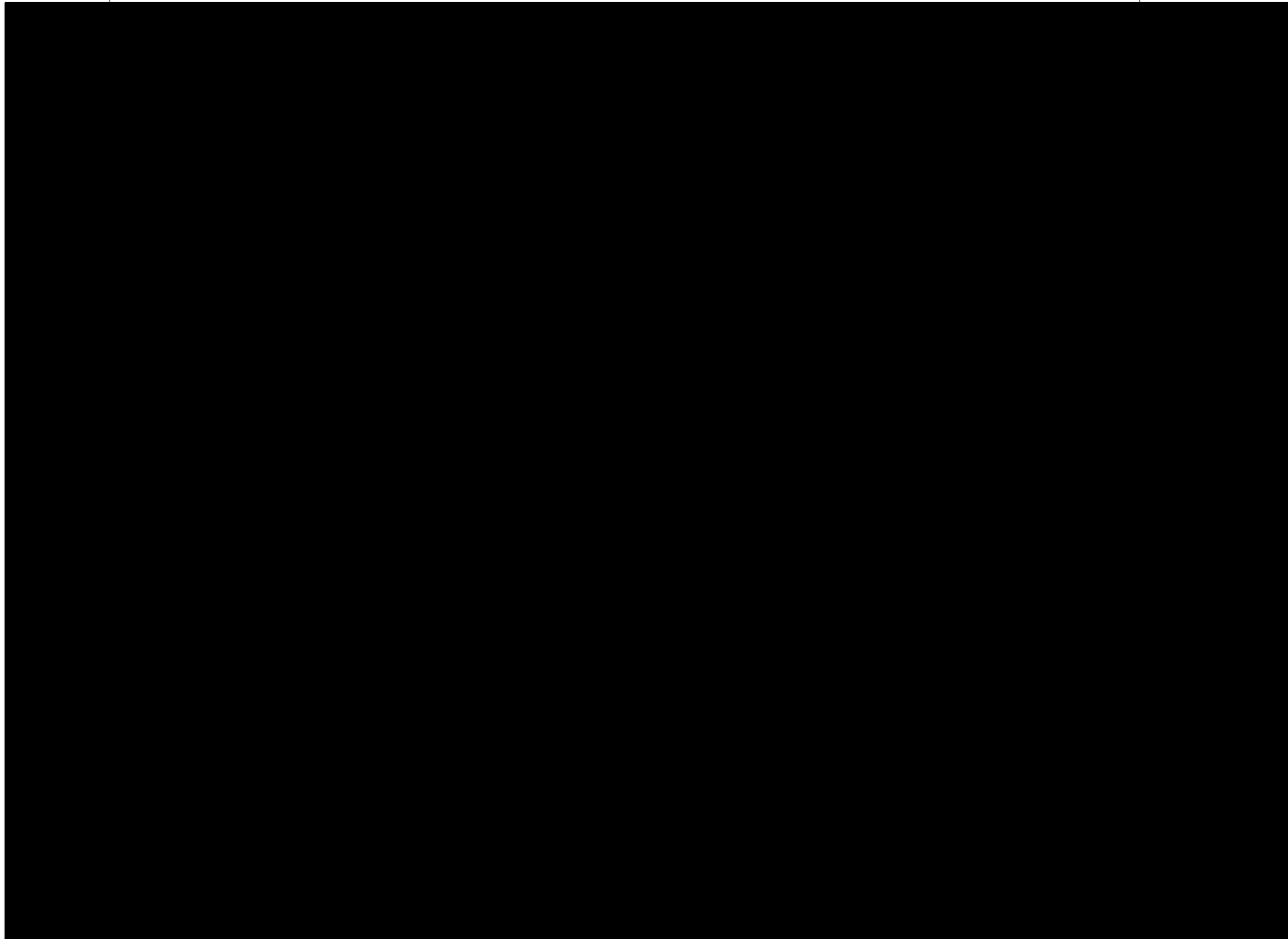
Primary Unlock method



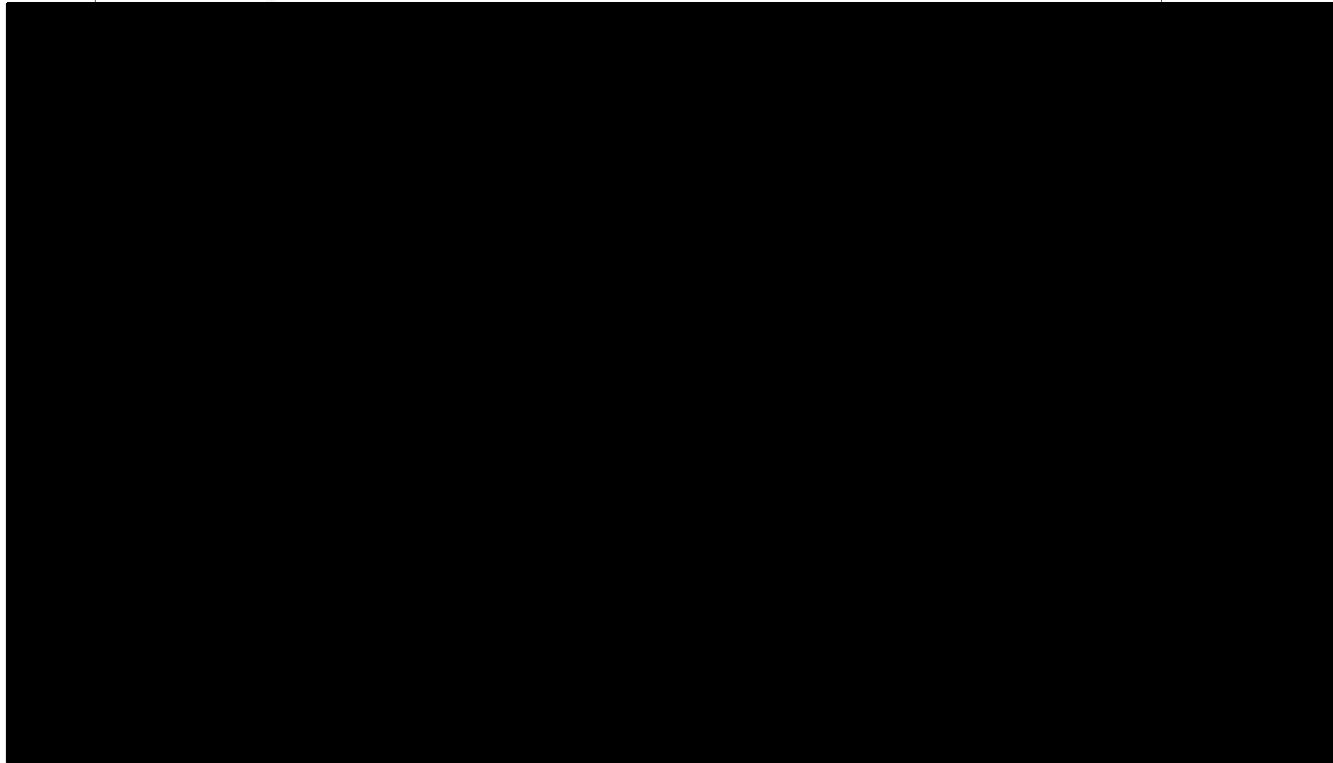
Primary Unlock method



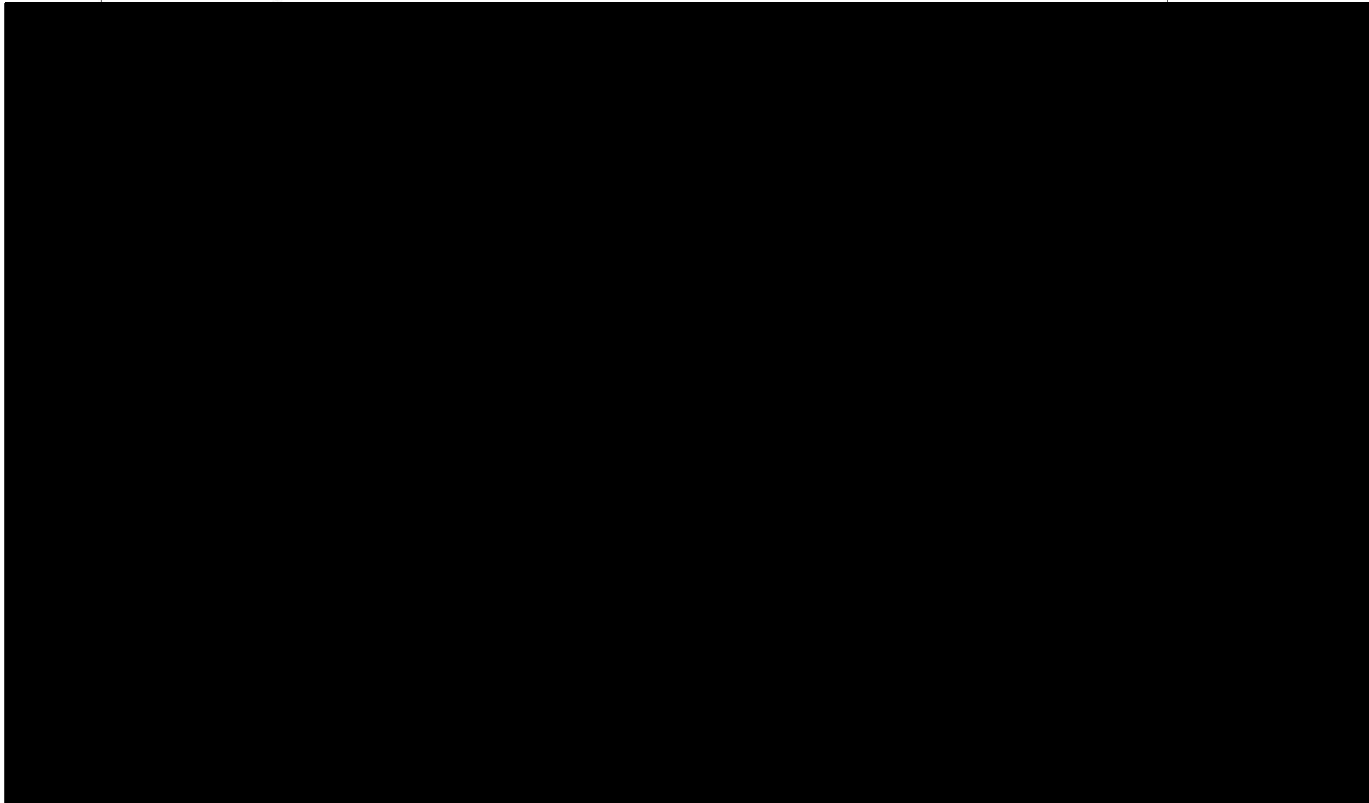
Primary Unlock method



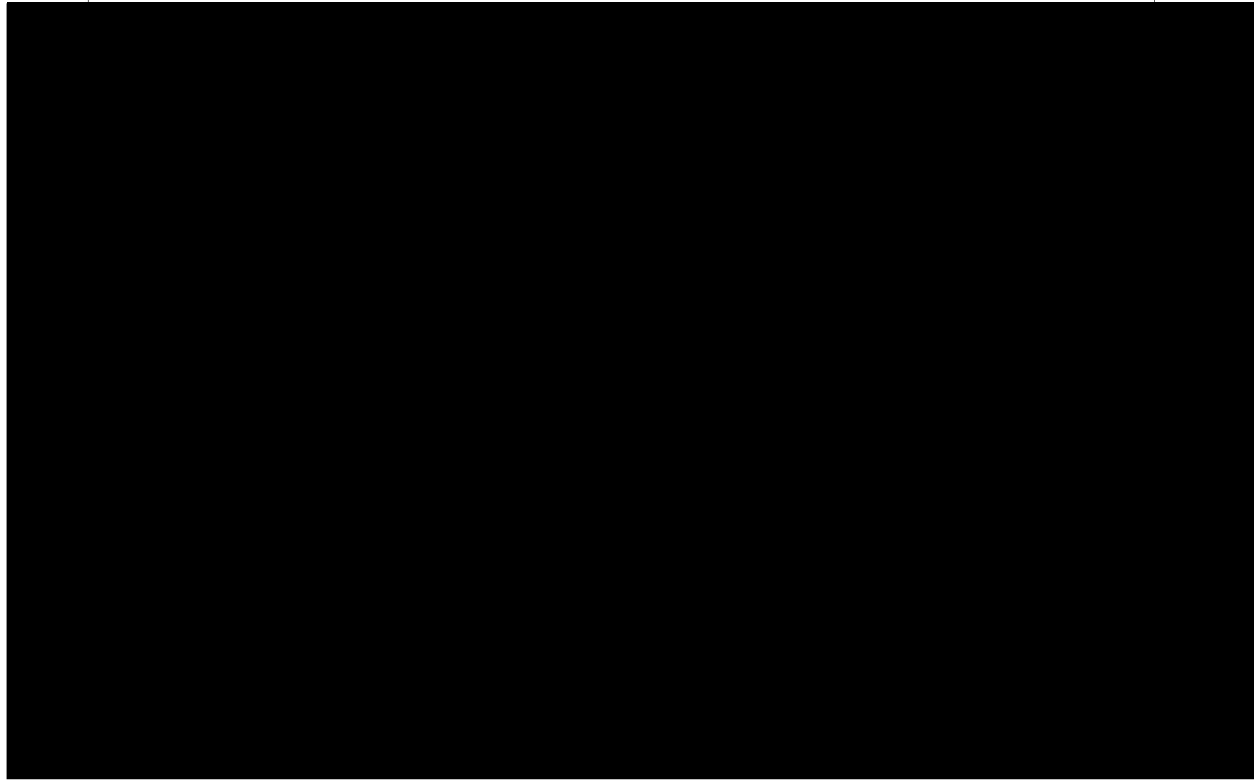
Primary Unlock method



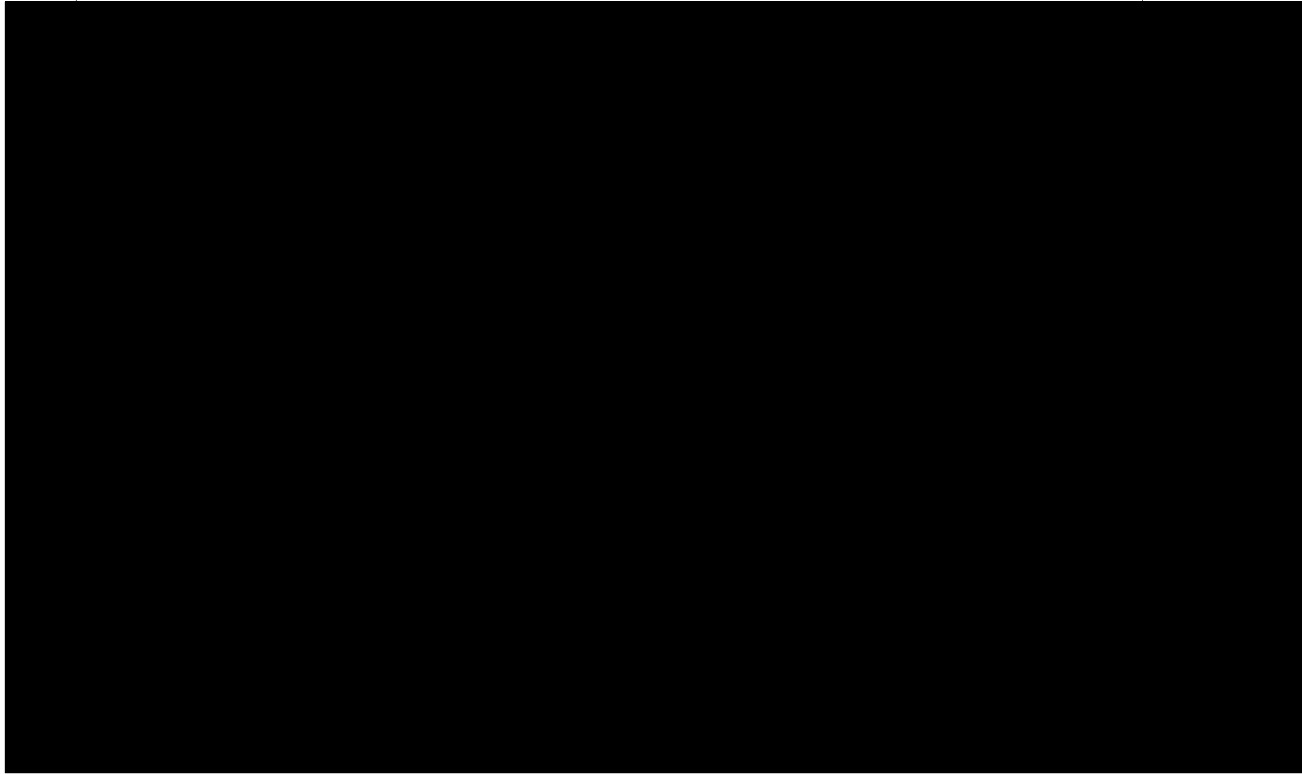
Primary Unlock method



## Reasons for not using Face ID

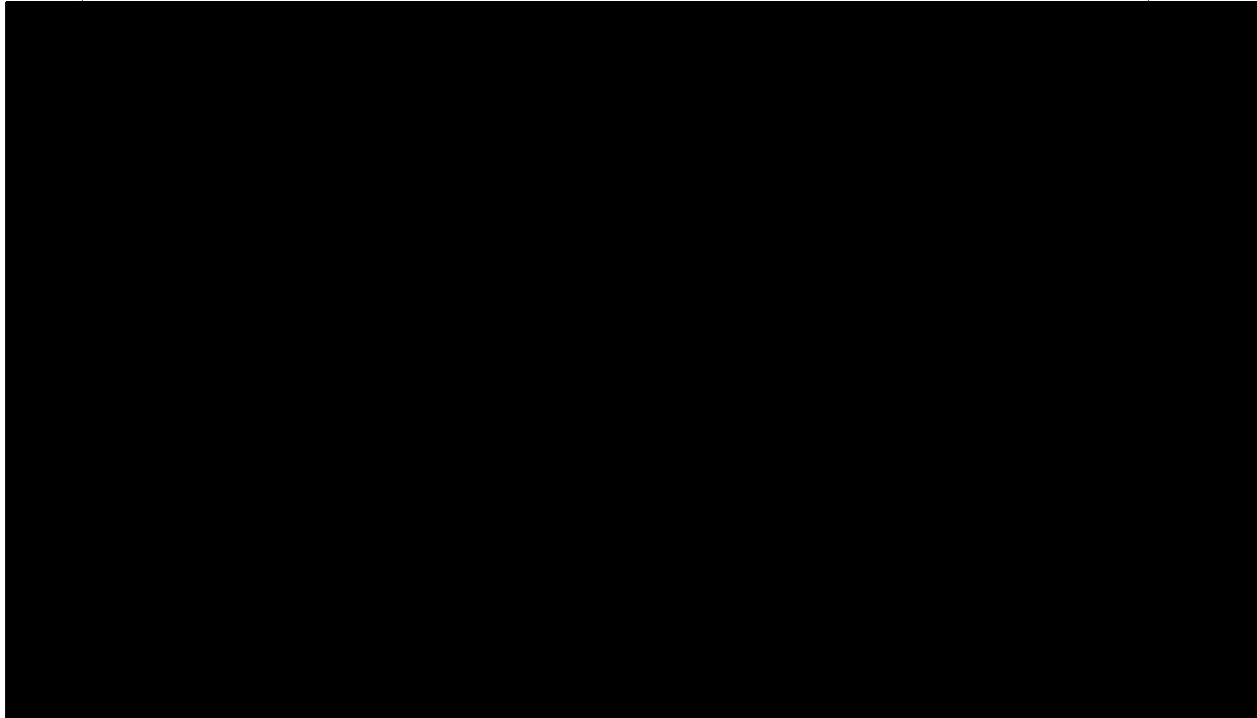


## Reasons for not using Face ID

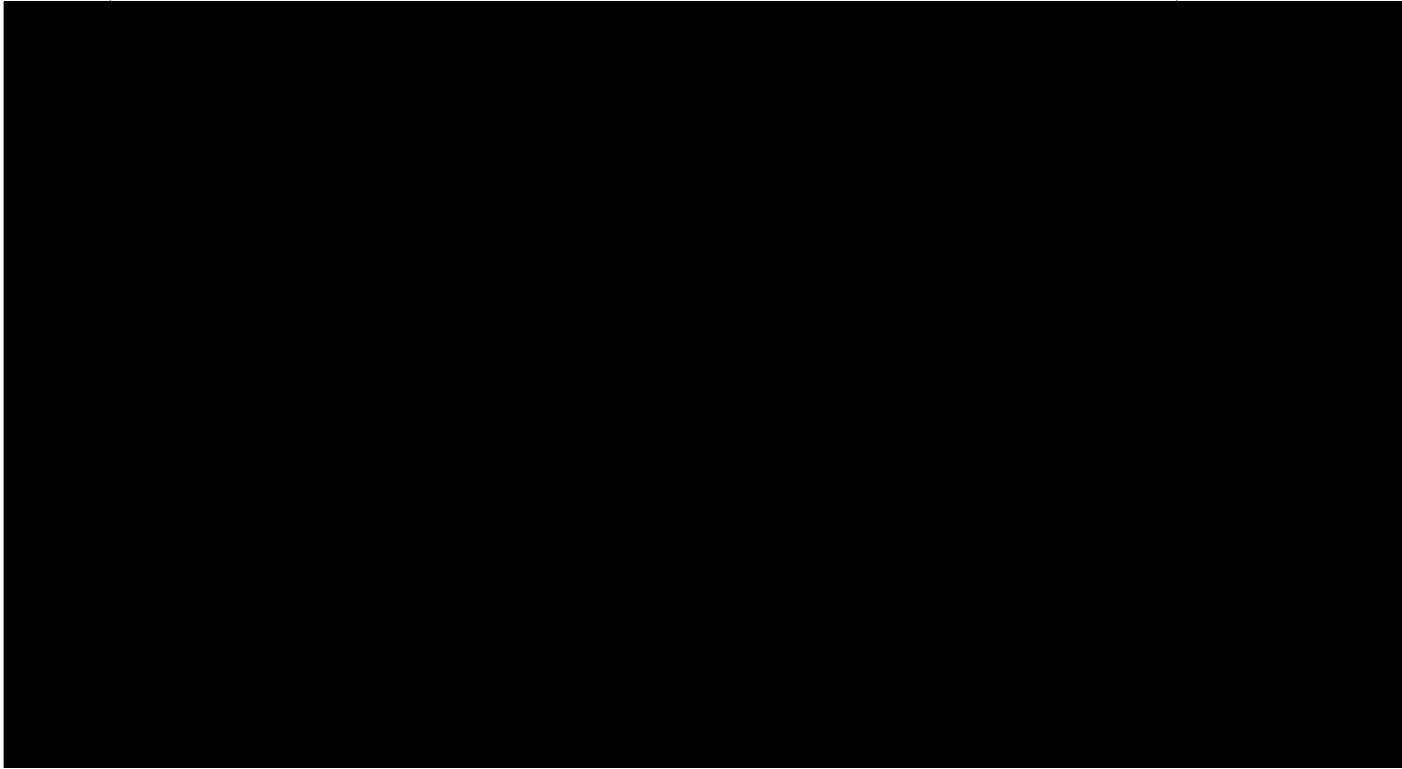




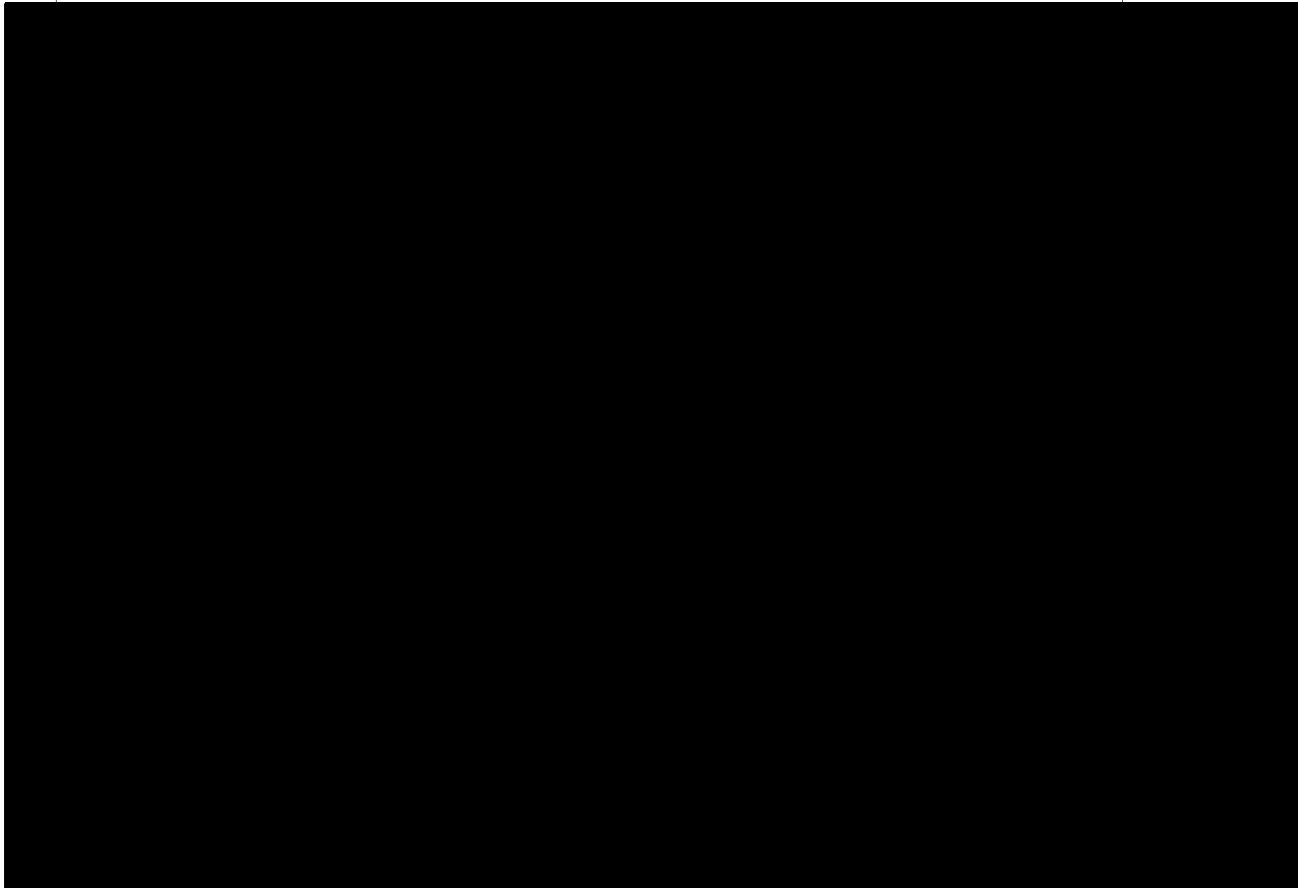
## Reasons for not using Face ID



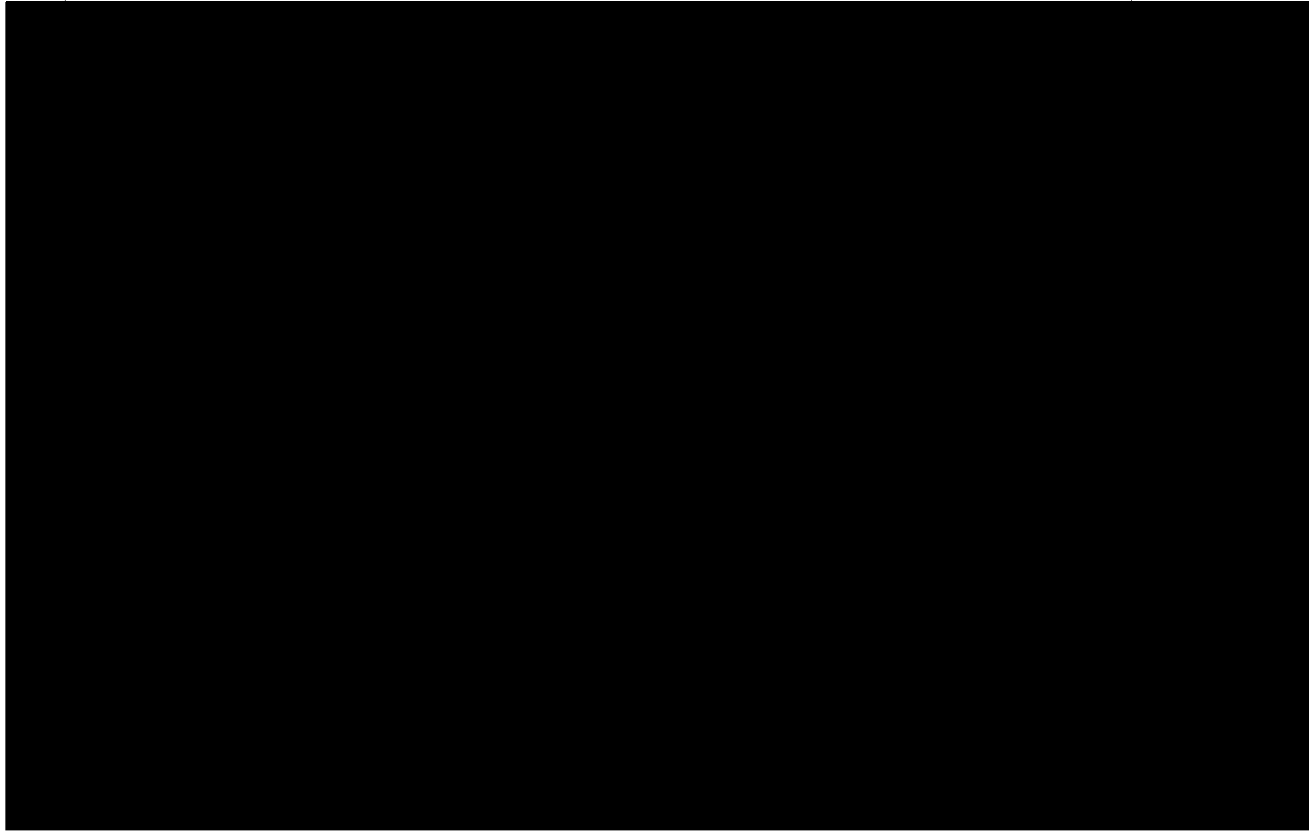
## Reasons for not using Face ID



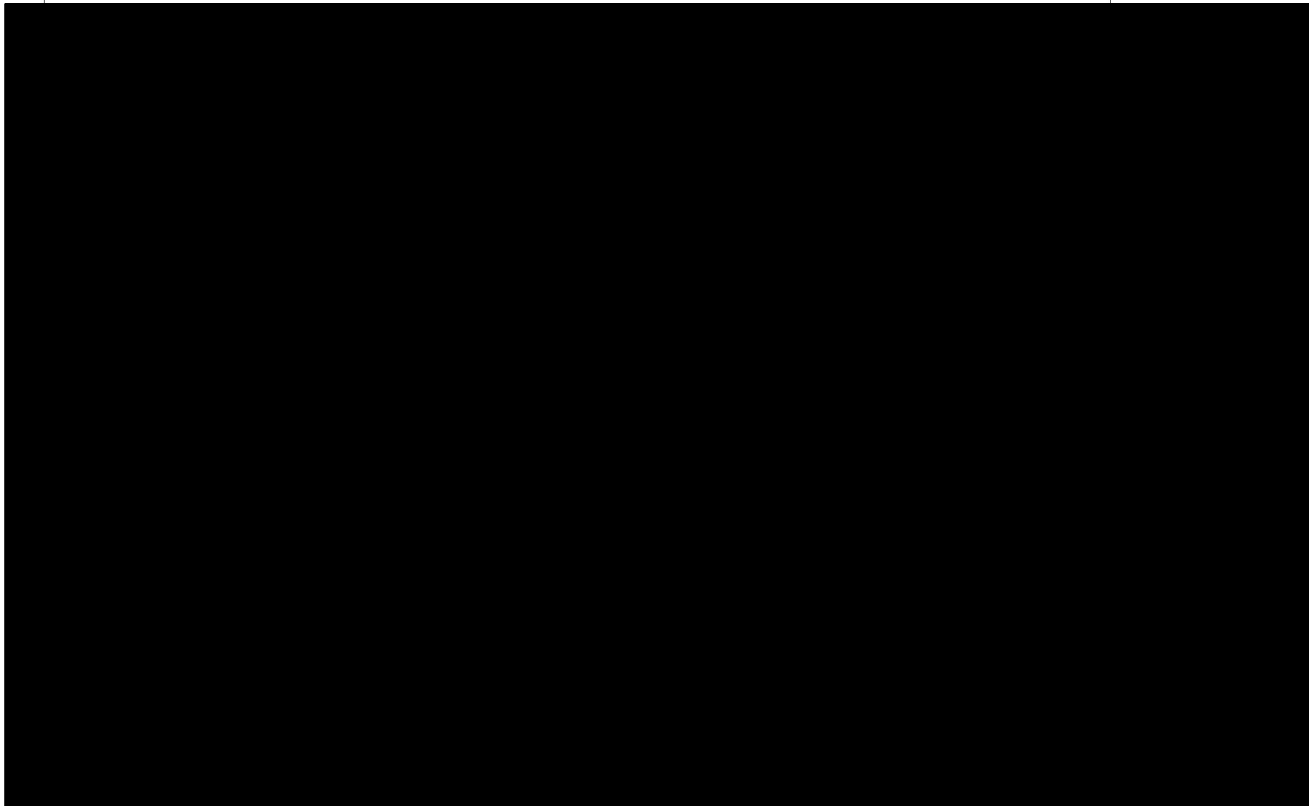
## Reasons for not using Face ID



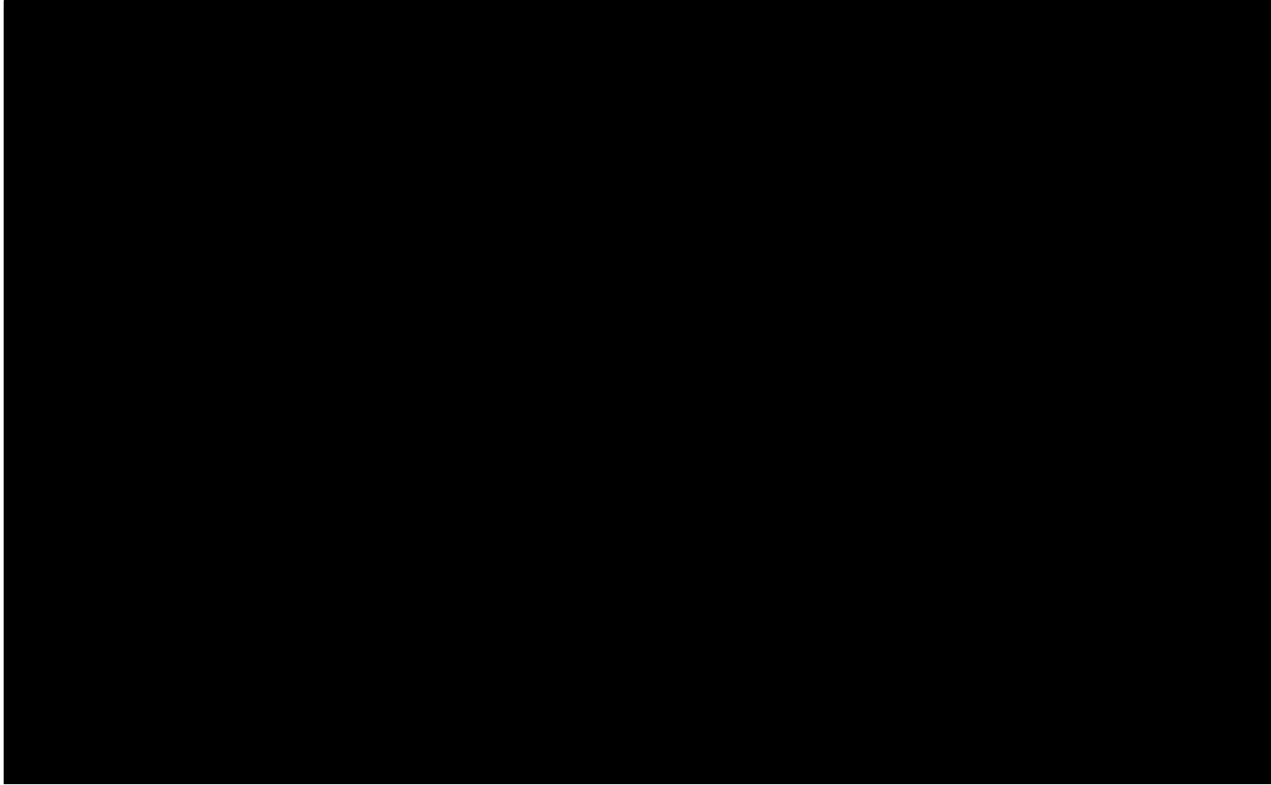
## Satisfaction with Face ID



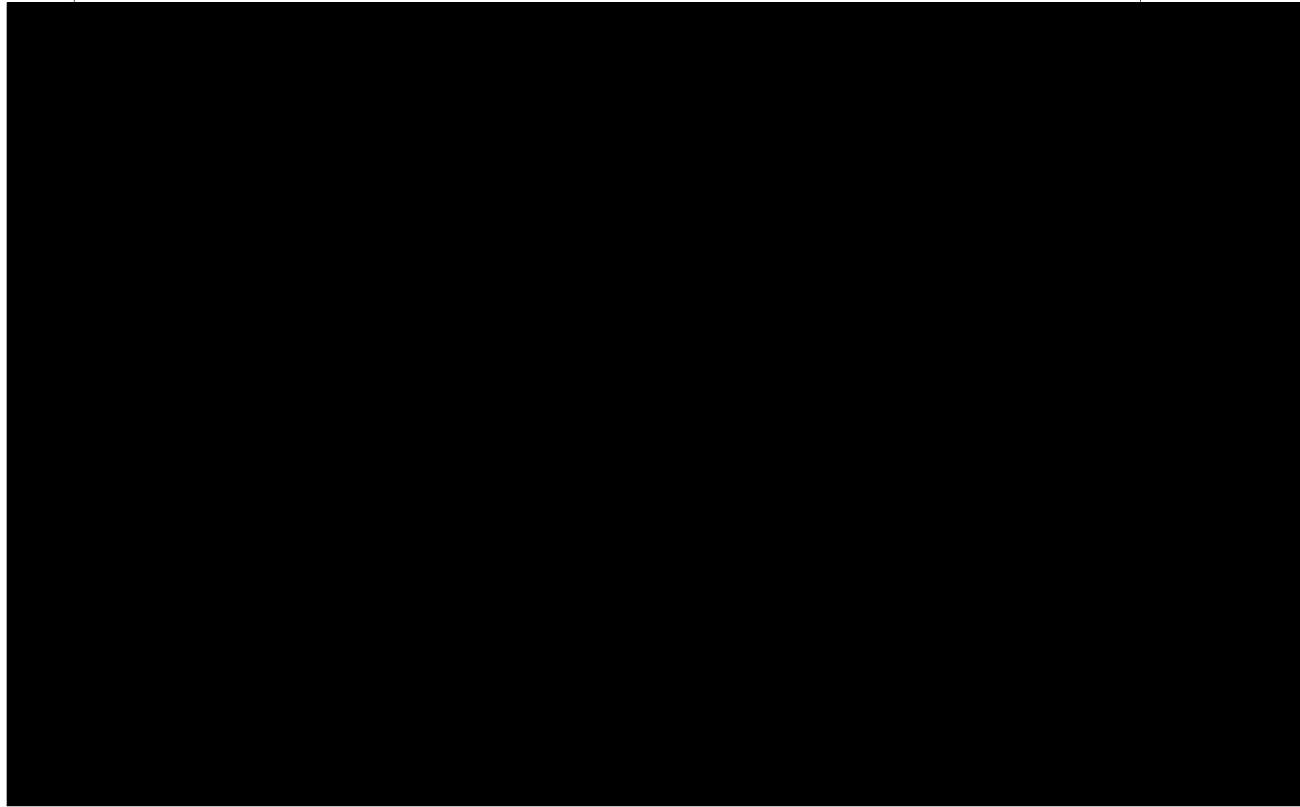
## Satisfaction with Face ID



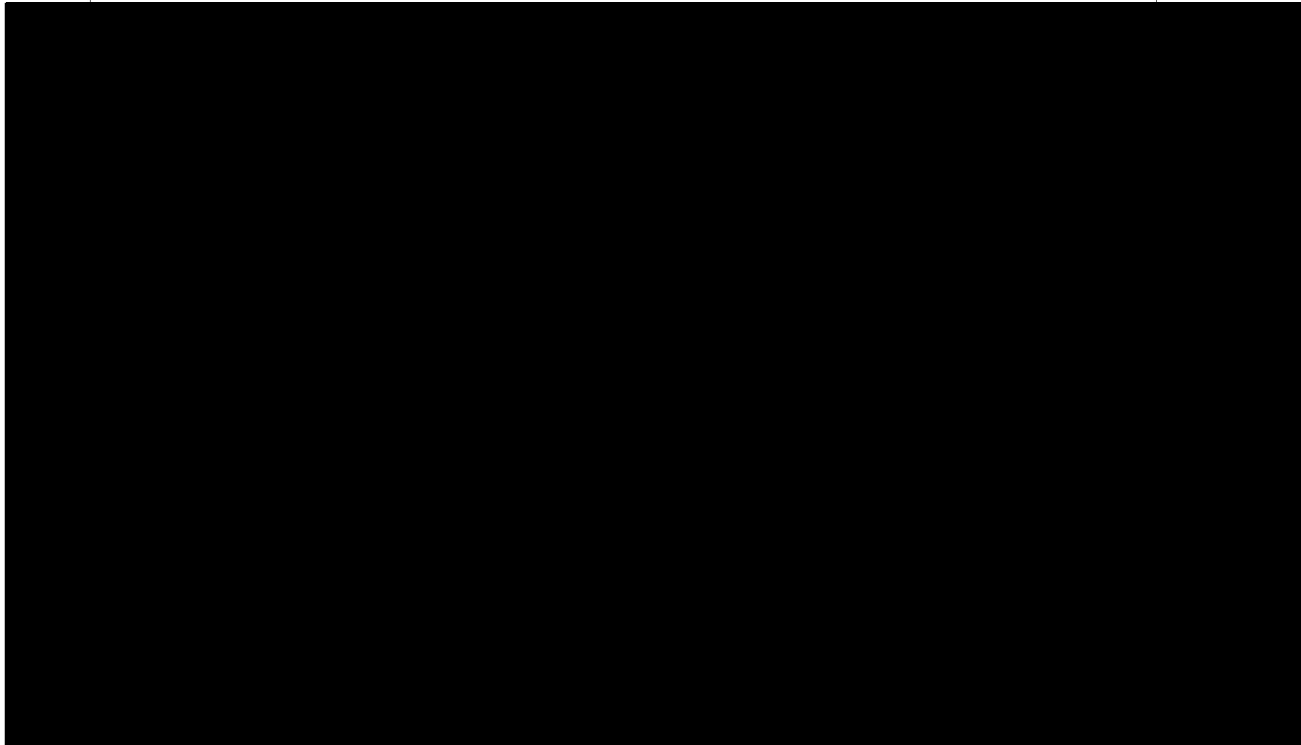
## Satisfaction with Face ID



## Satisfaction with Face ID

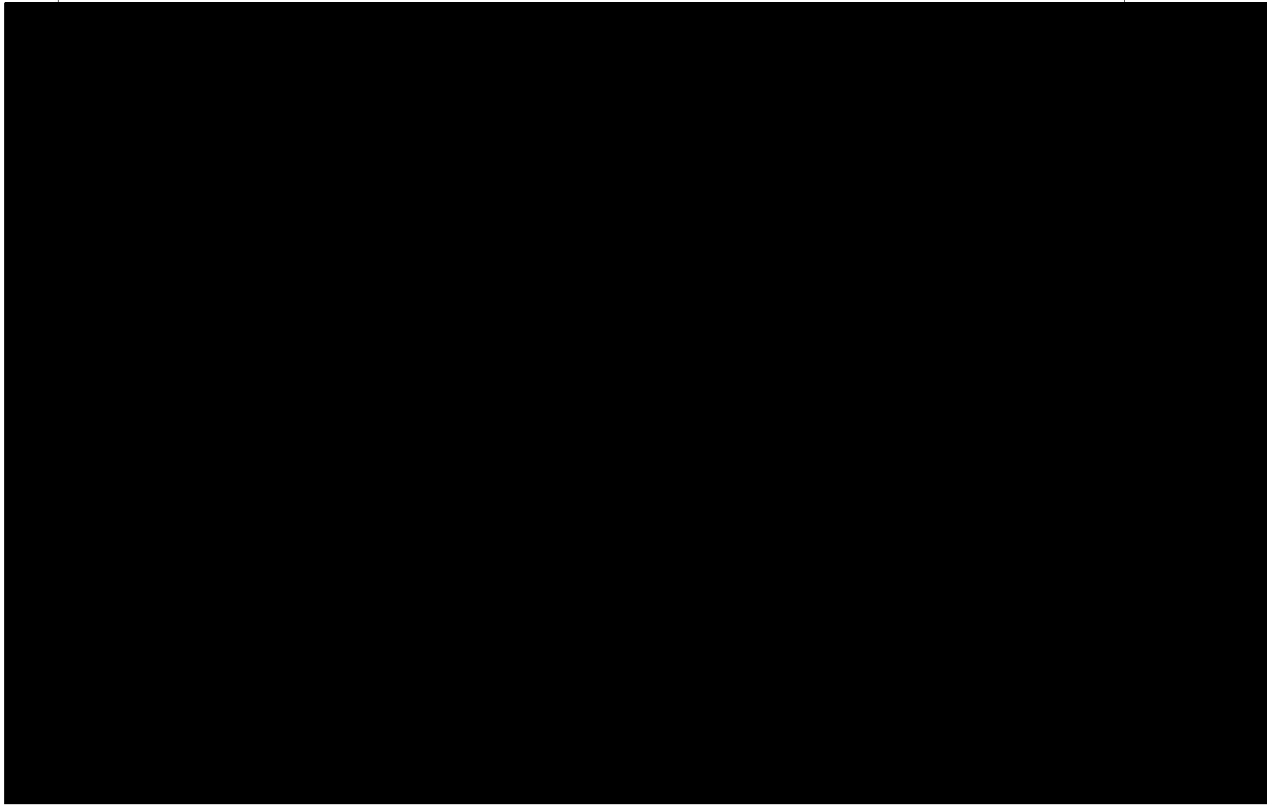


## Satisfaction with Face ID

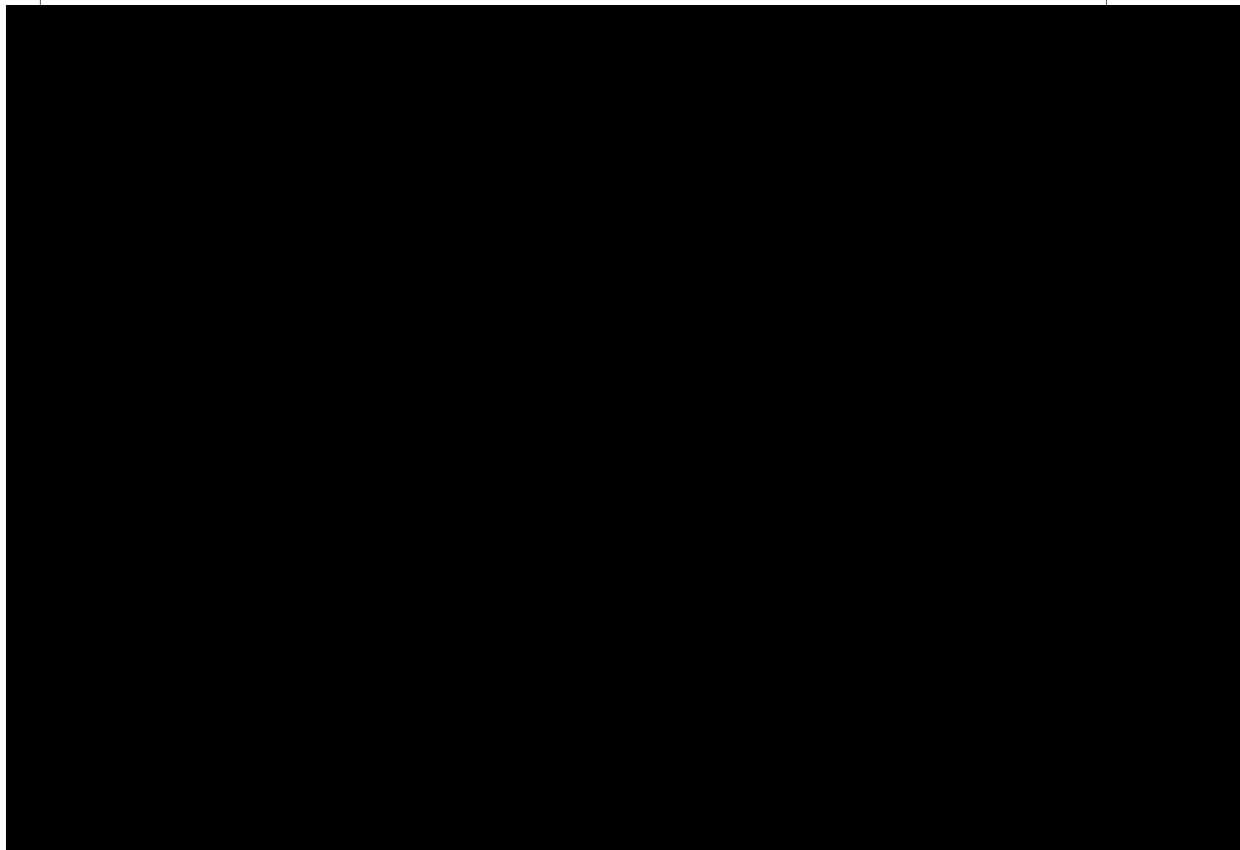




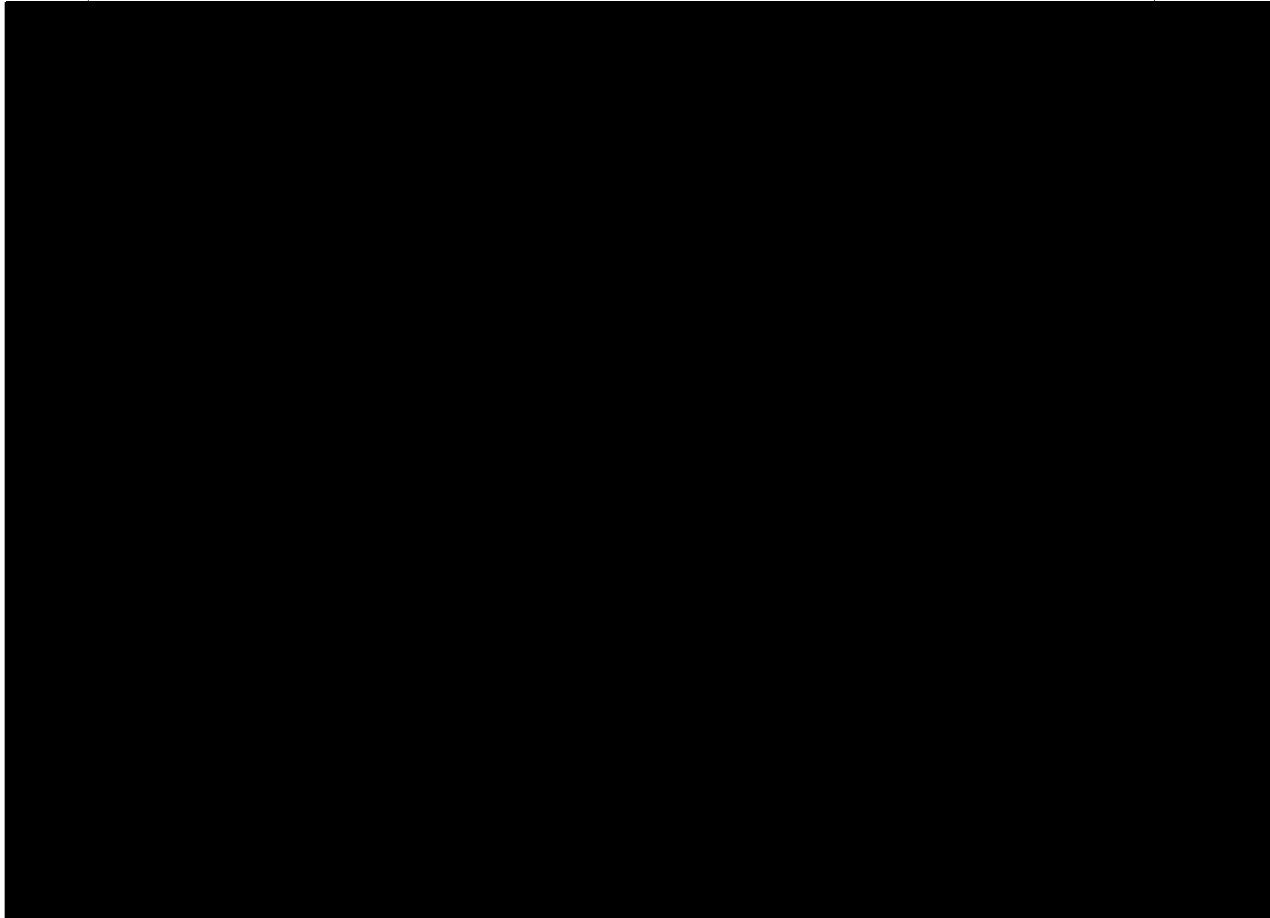
## Satisfaction with Face ID



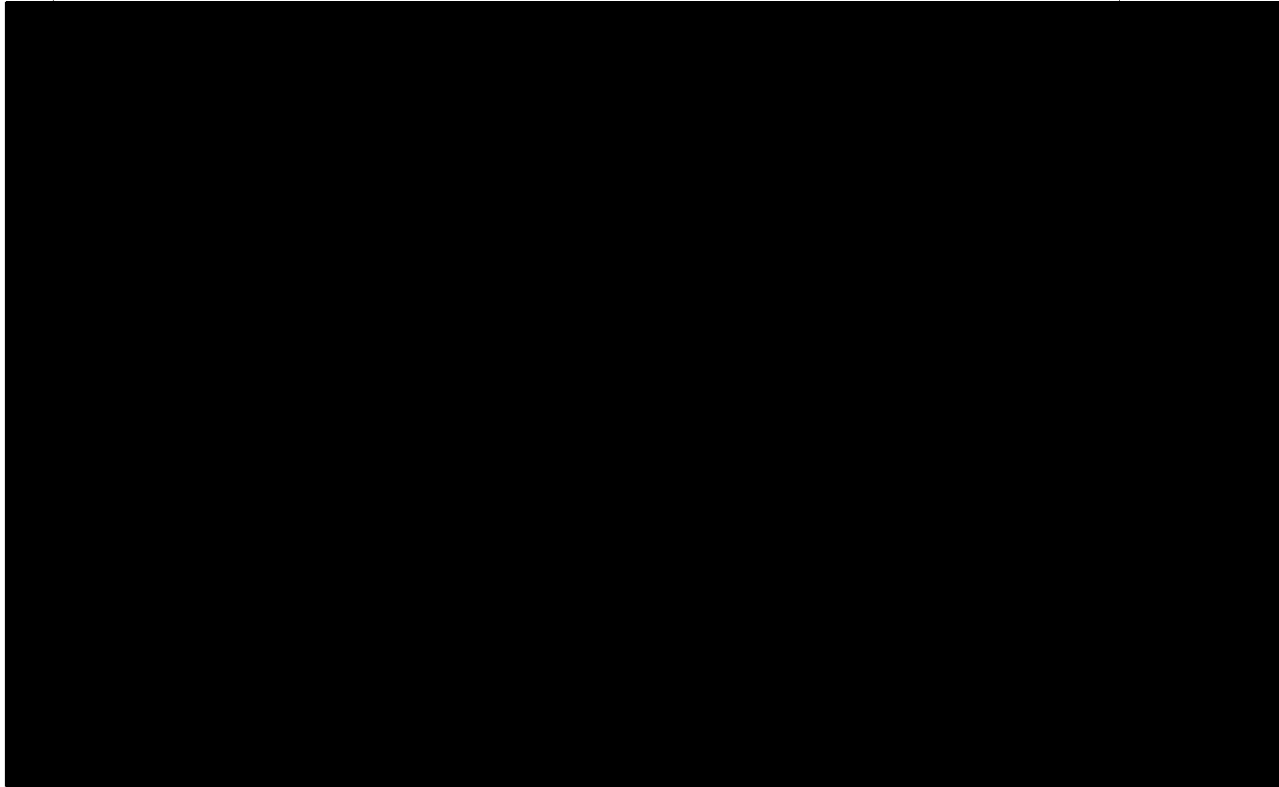
## Satisfaction with Face ID



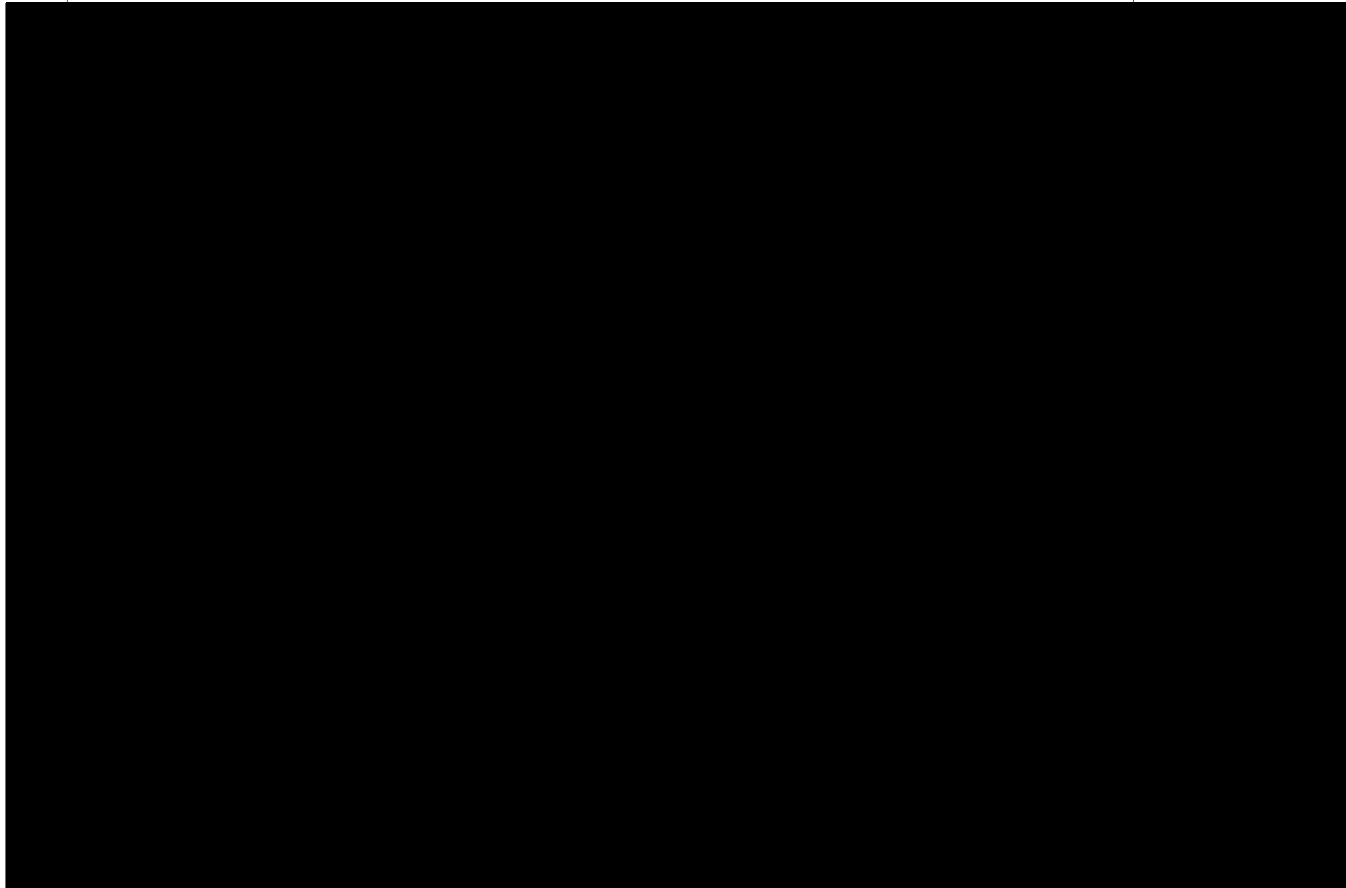
## Satisfaction with Face ID



## Satisfaction with Touch ID



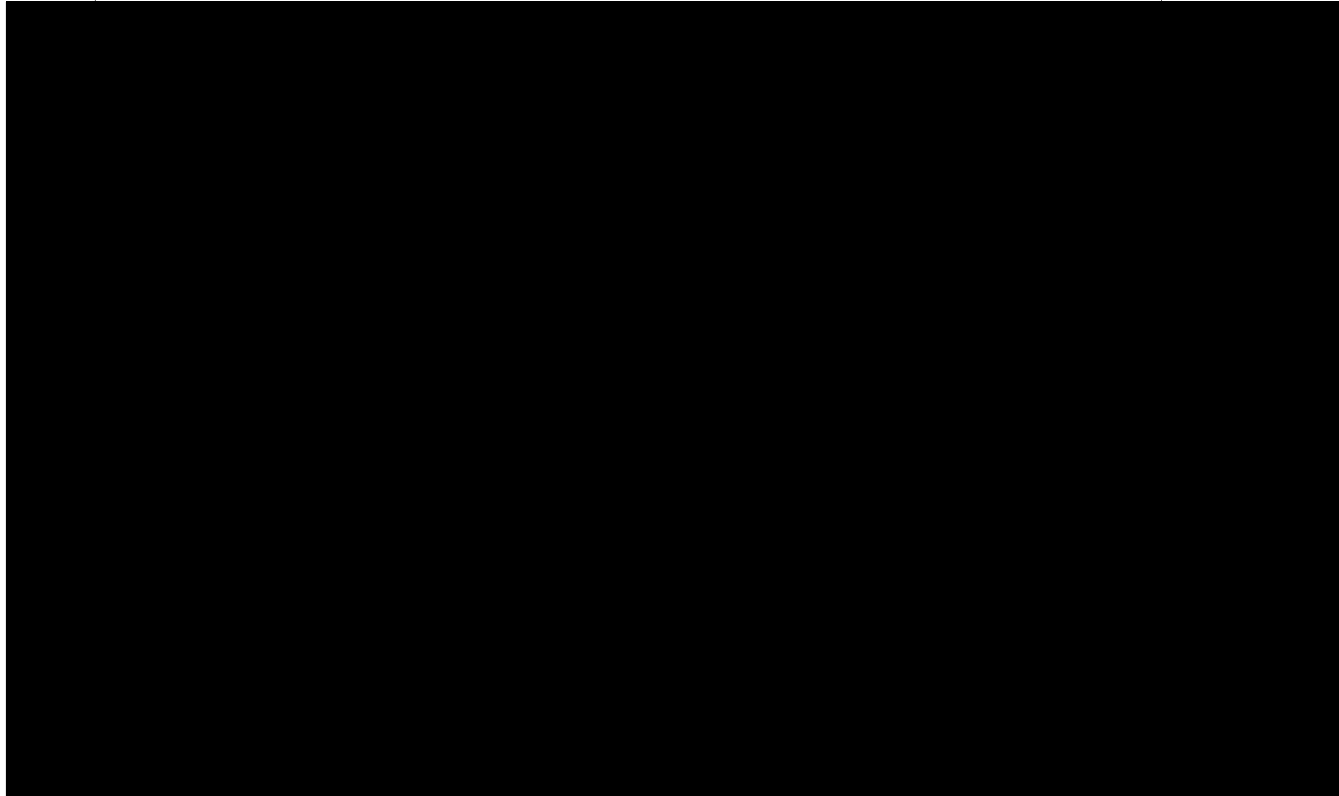
## Satisfaction with Touch ID



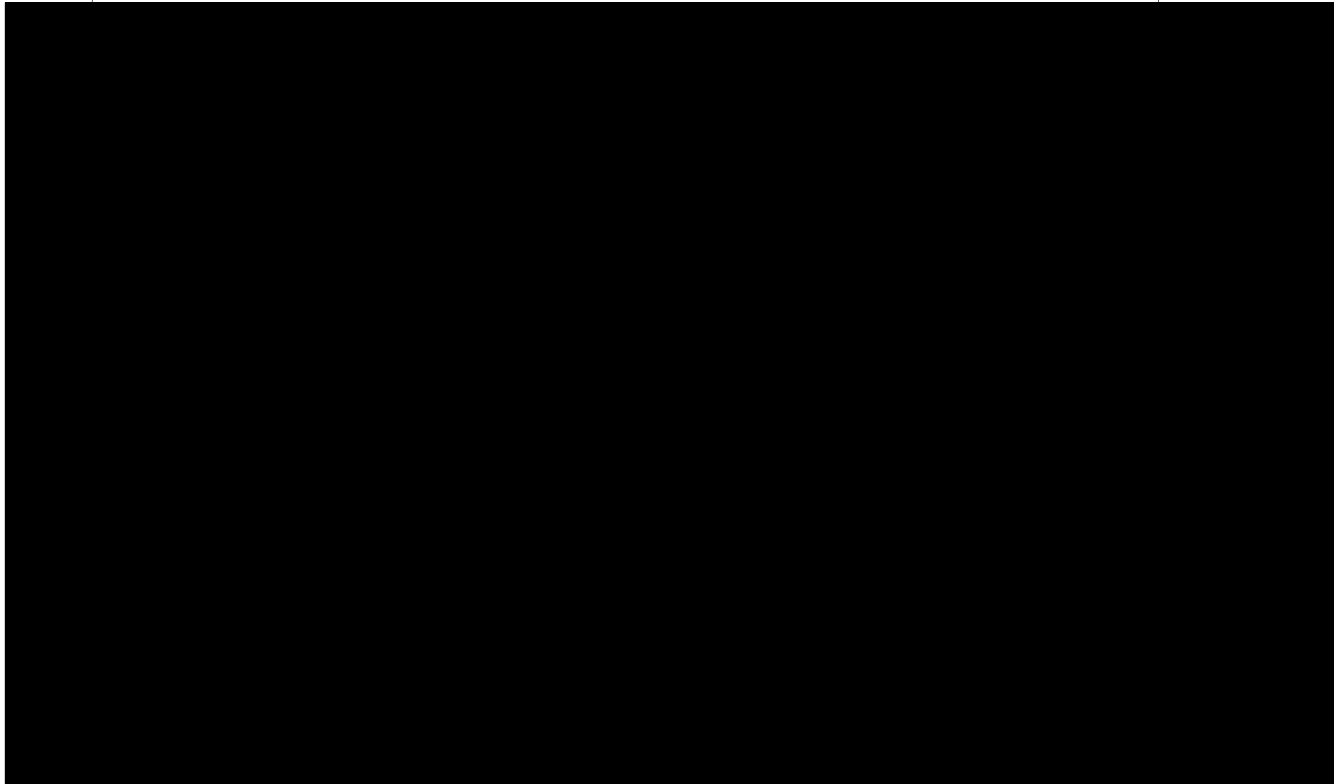
Has used Face ID to pay using Apple Pay



Has used Face ID to pay using Apple Pay

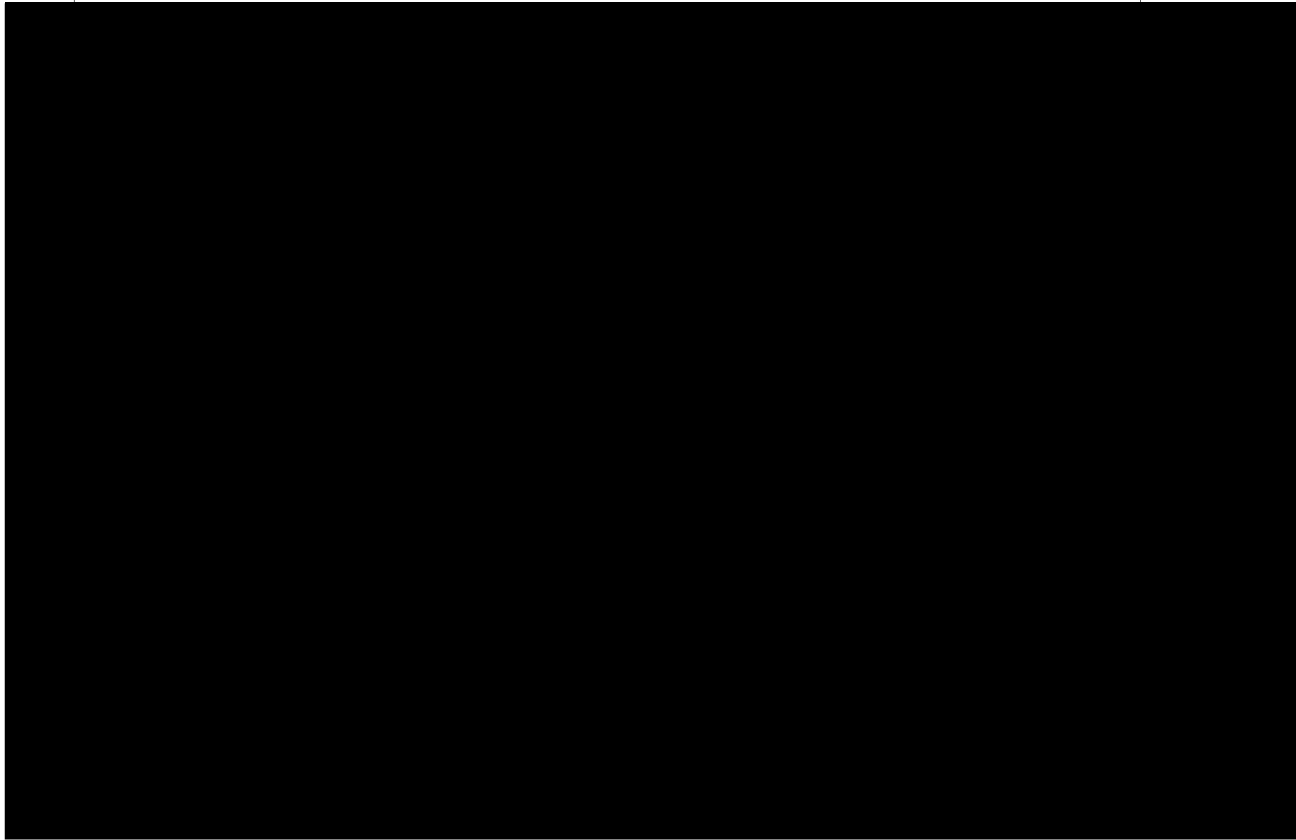


Has used Face ID to pay using Apple Pay

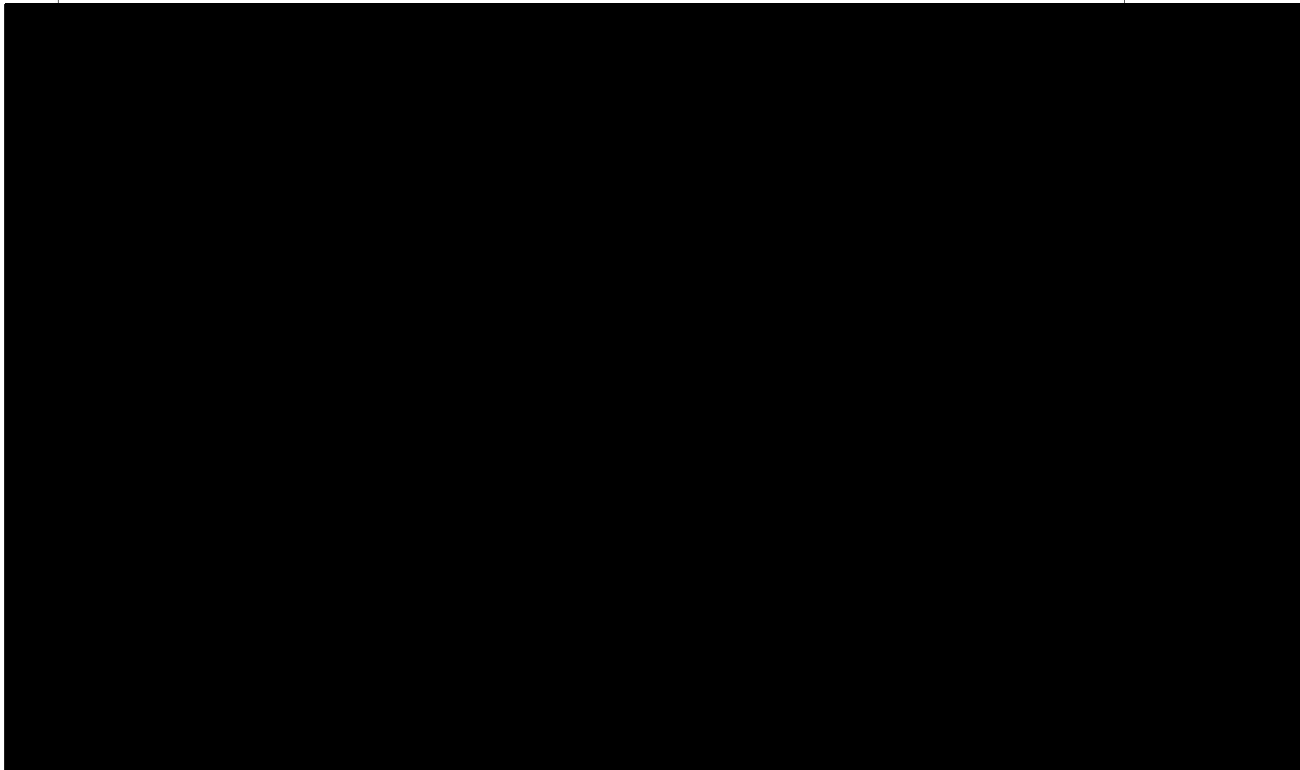




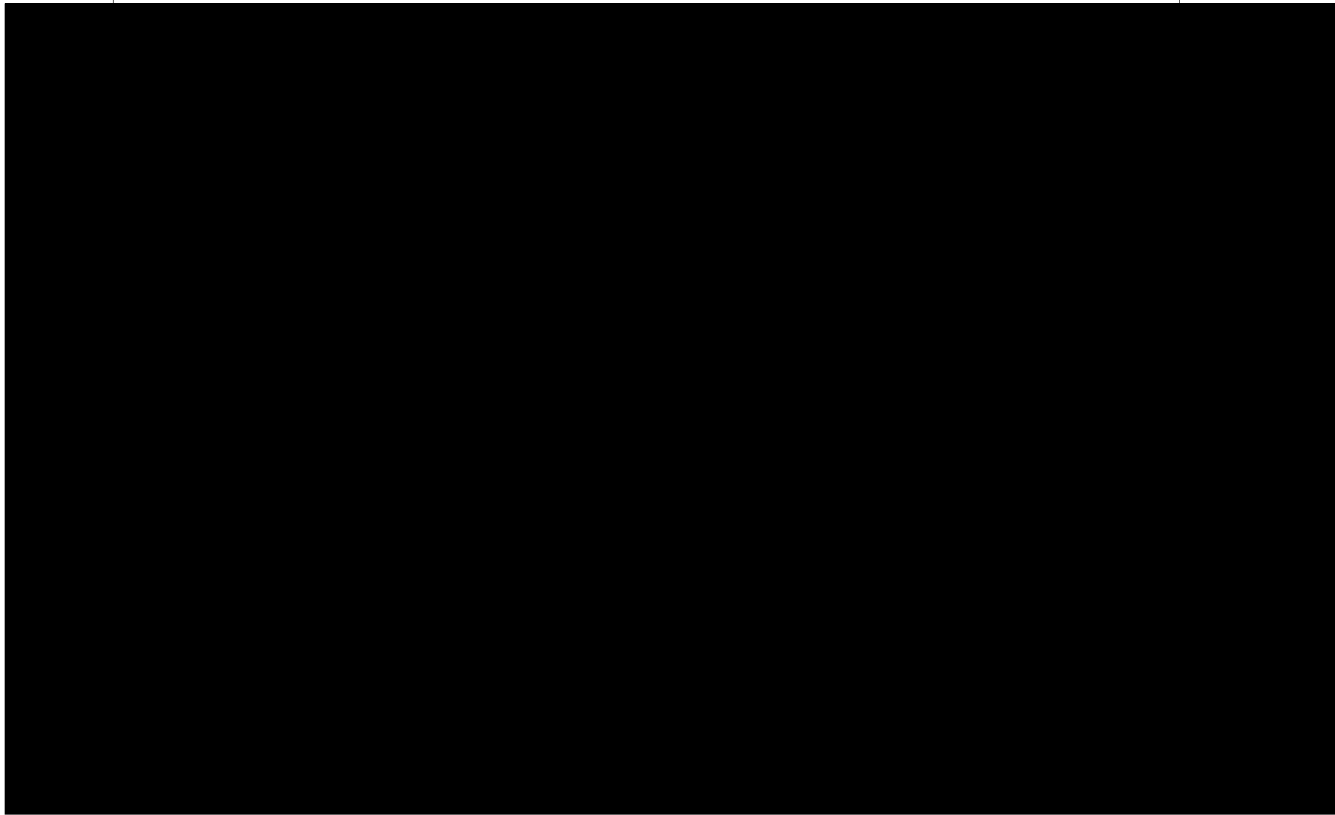
Has used Face ID to pay using Apple Pay



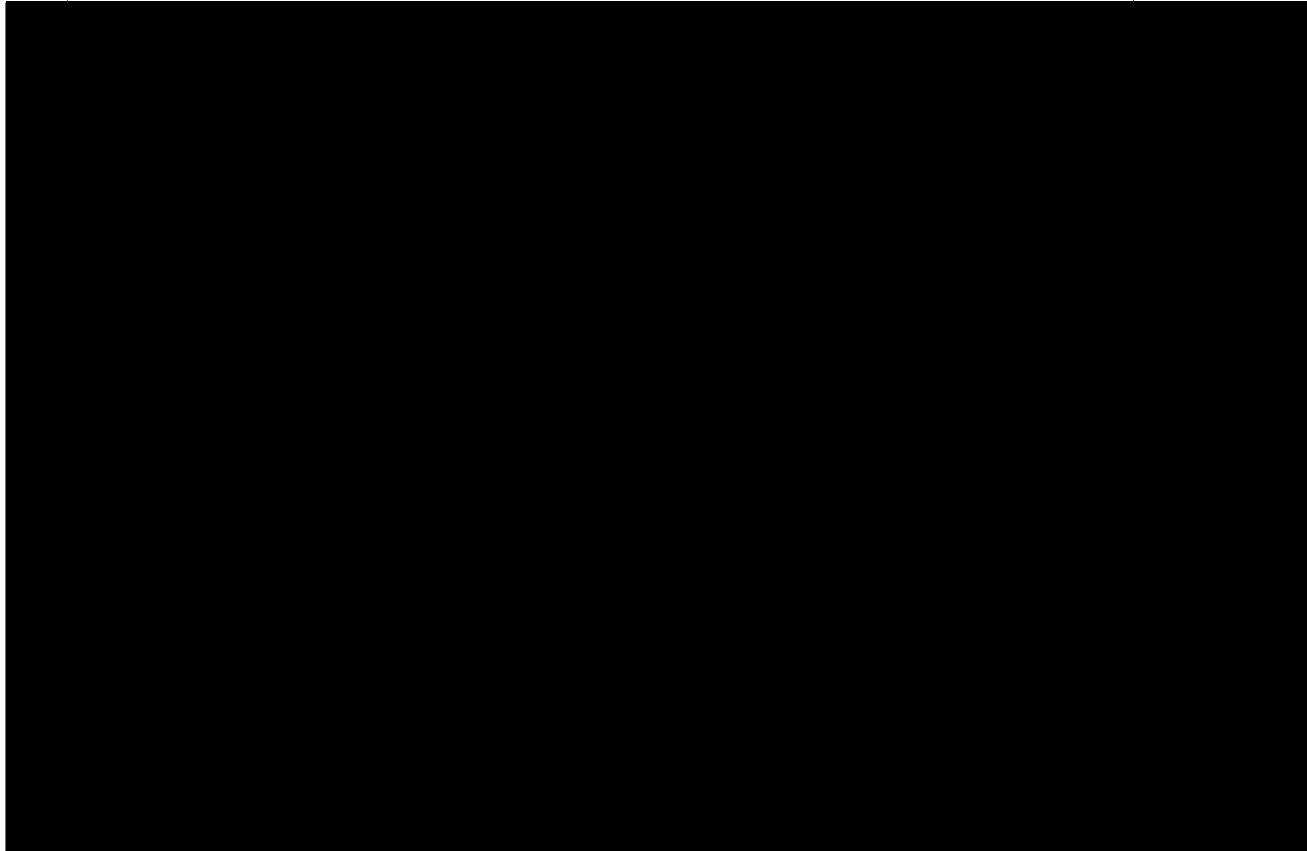
Has used Face ID to pay using Apple Pay



Has used Face ID to pay using Apple Pay



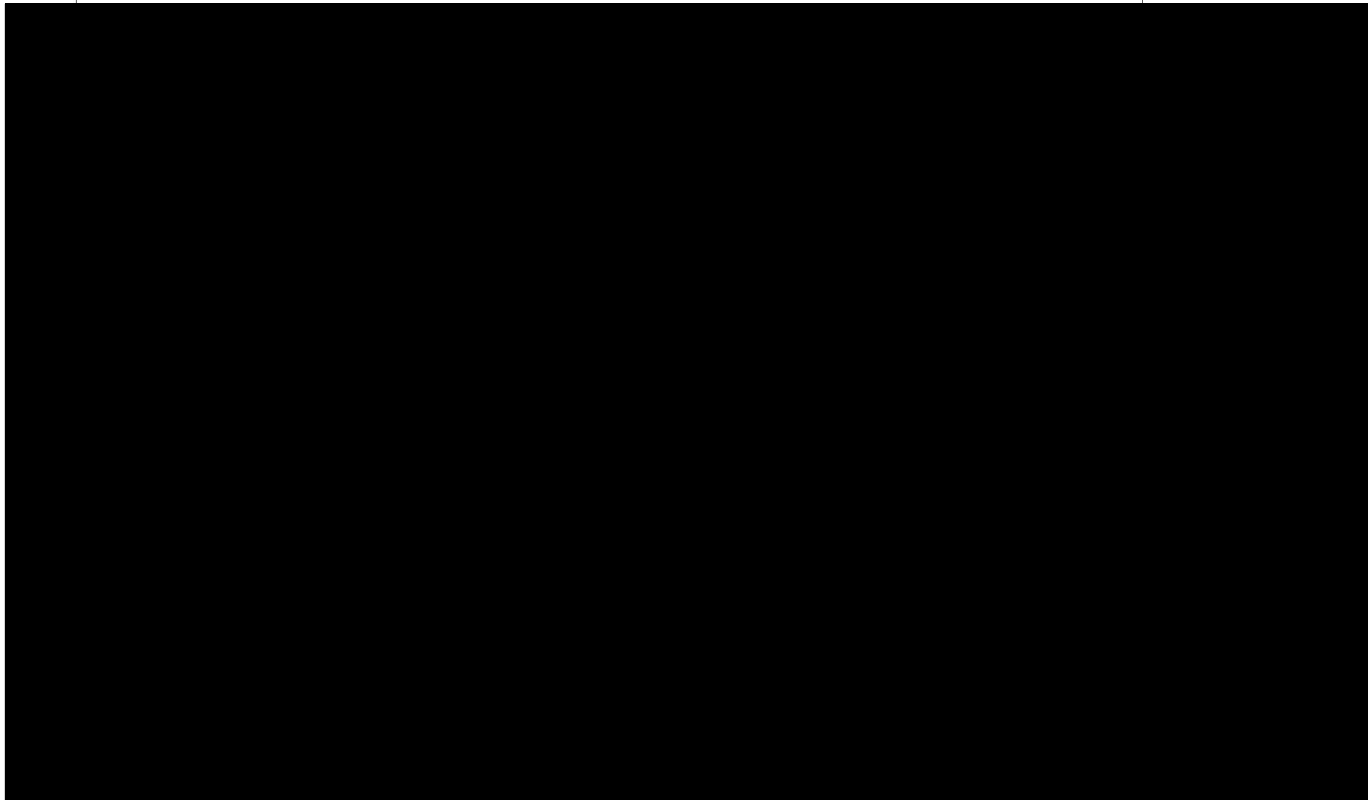
Has used Face ID to pay using Apple Pay



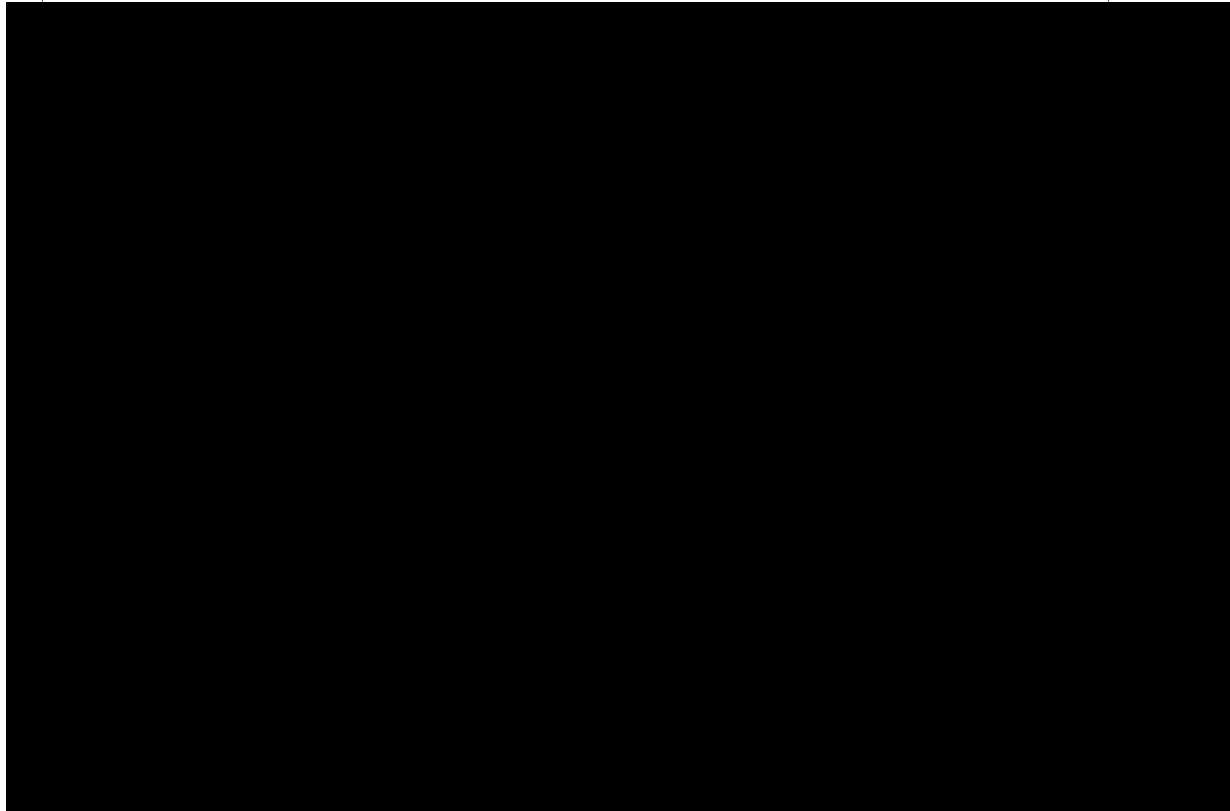
## Satisfaction with Face ID aspects



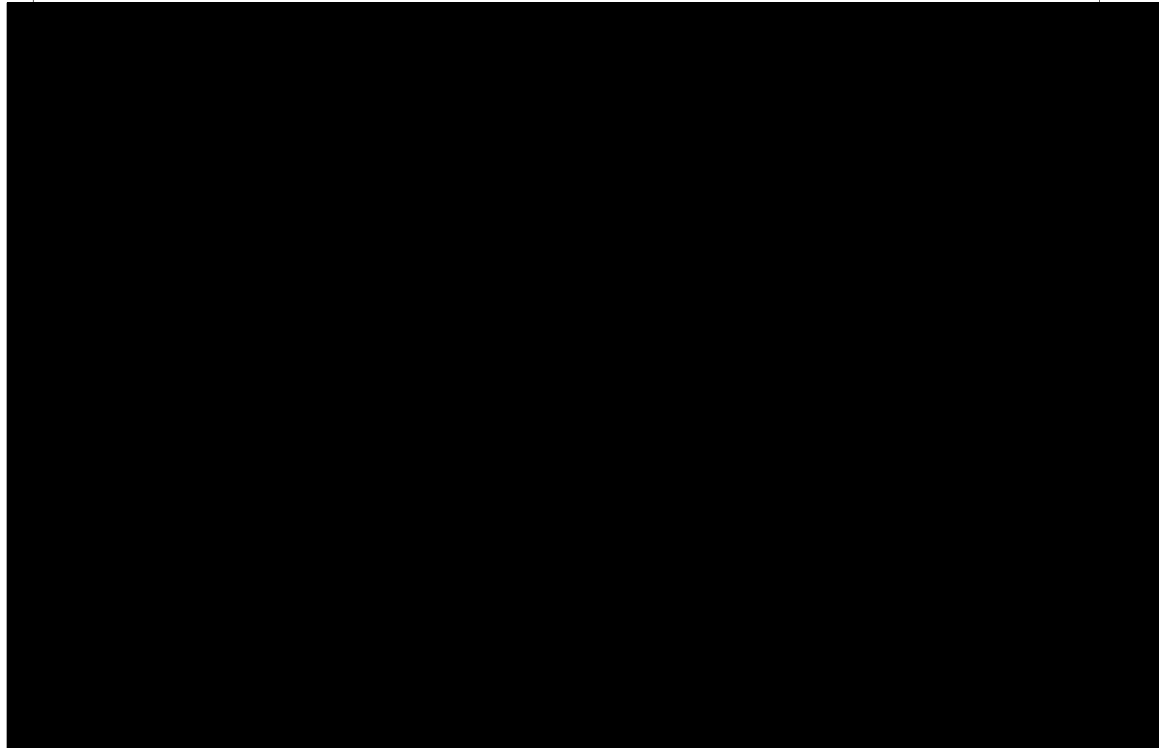
## Satisfaction with Face ID aspects



## Satisfaction with Face ID aspects

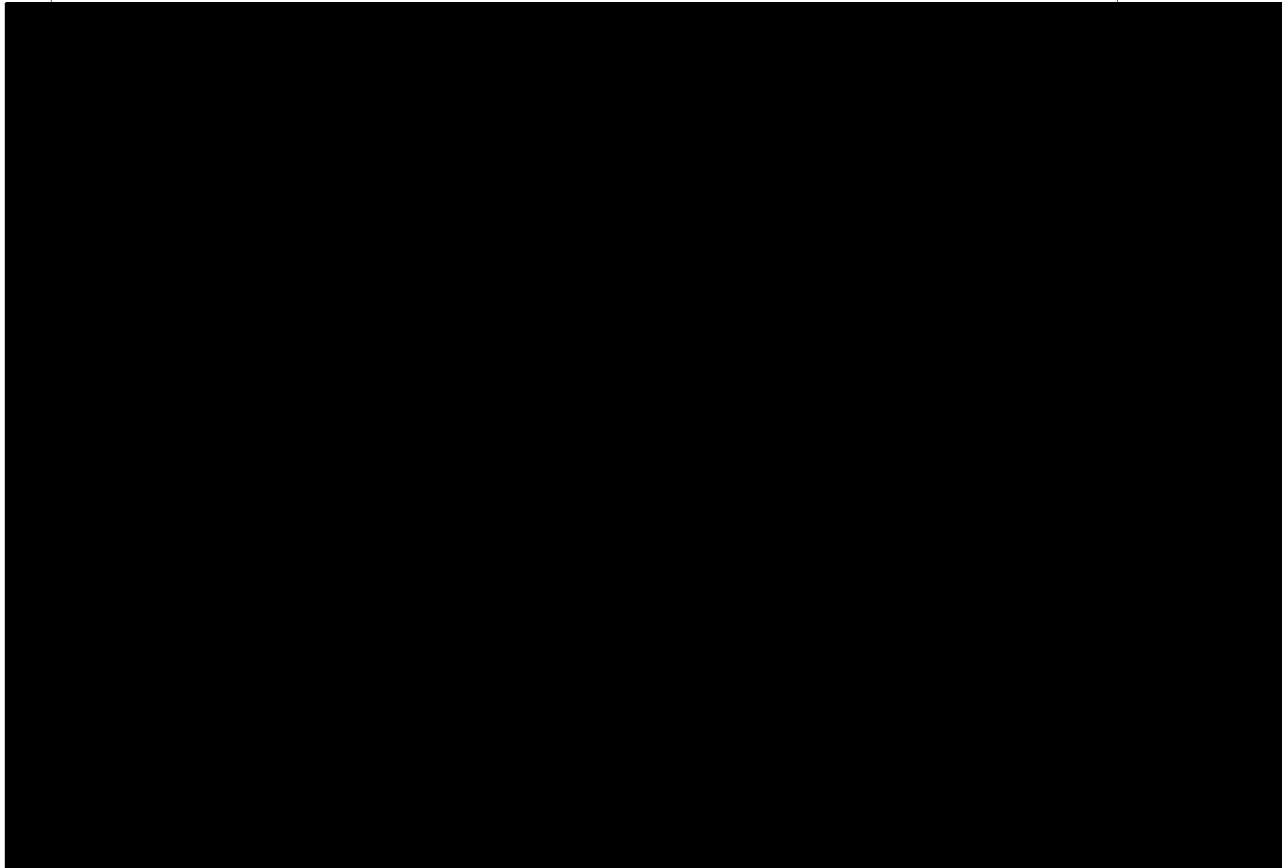


## Satisfaction with Face ID aspects





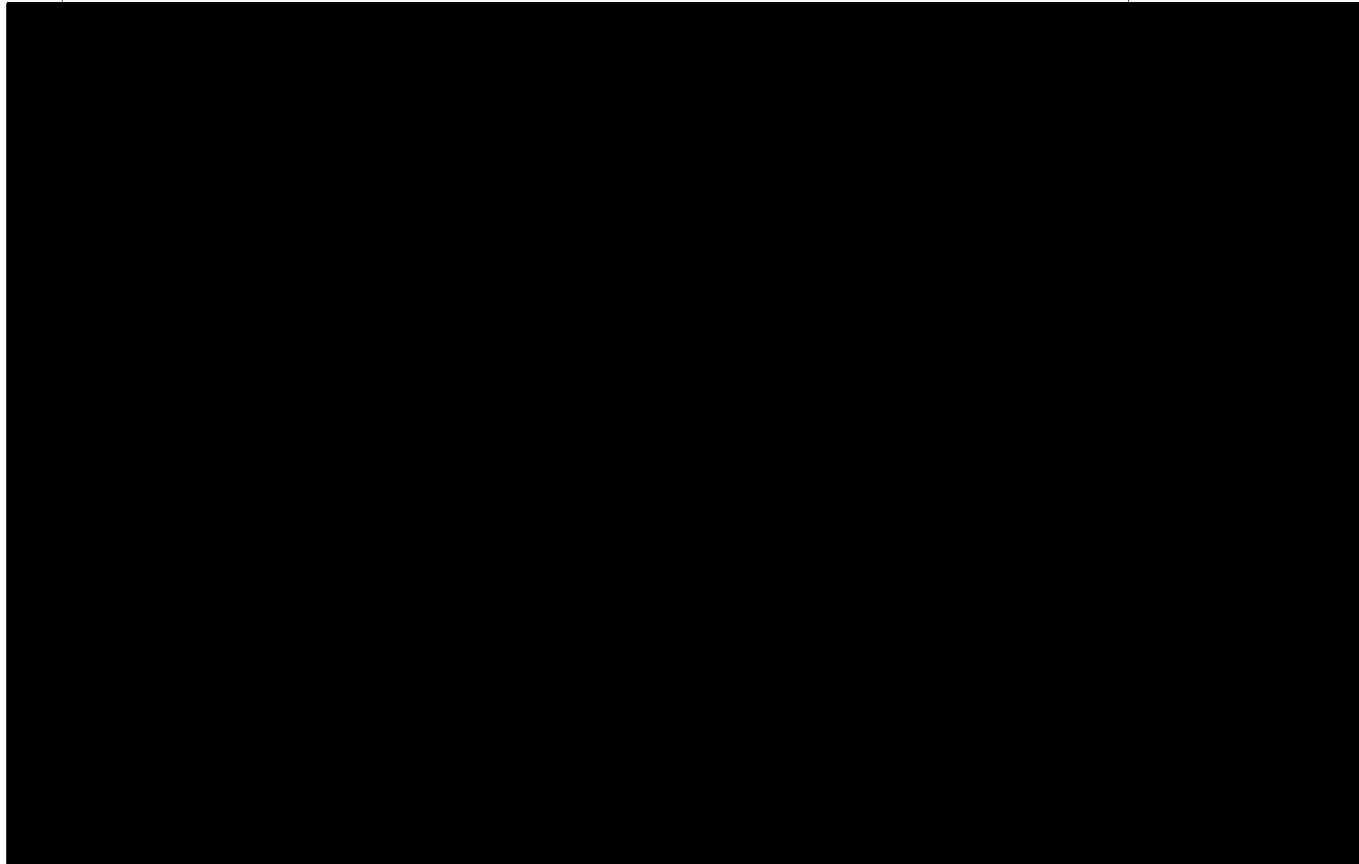
## Satisfaction with Face ID aspects



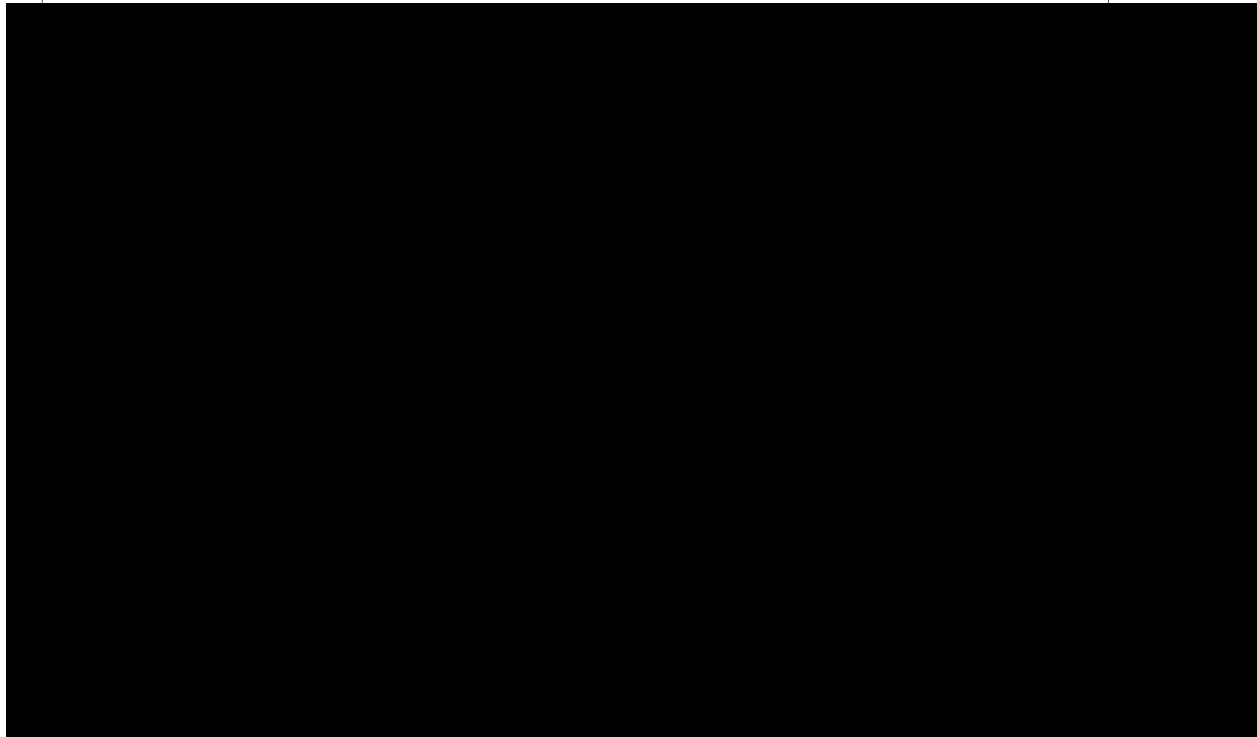
## Satisfaction with Face ID aspects



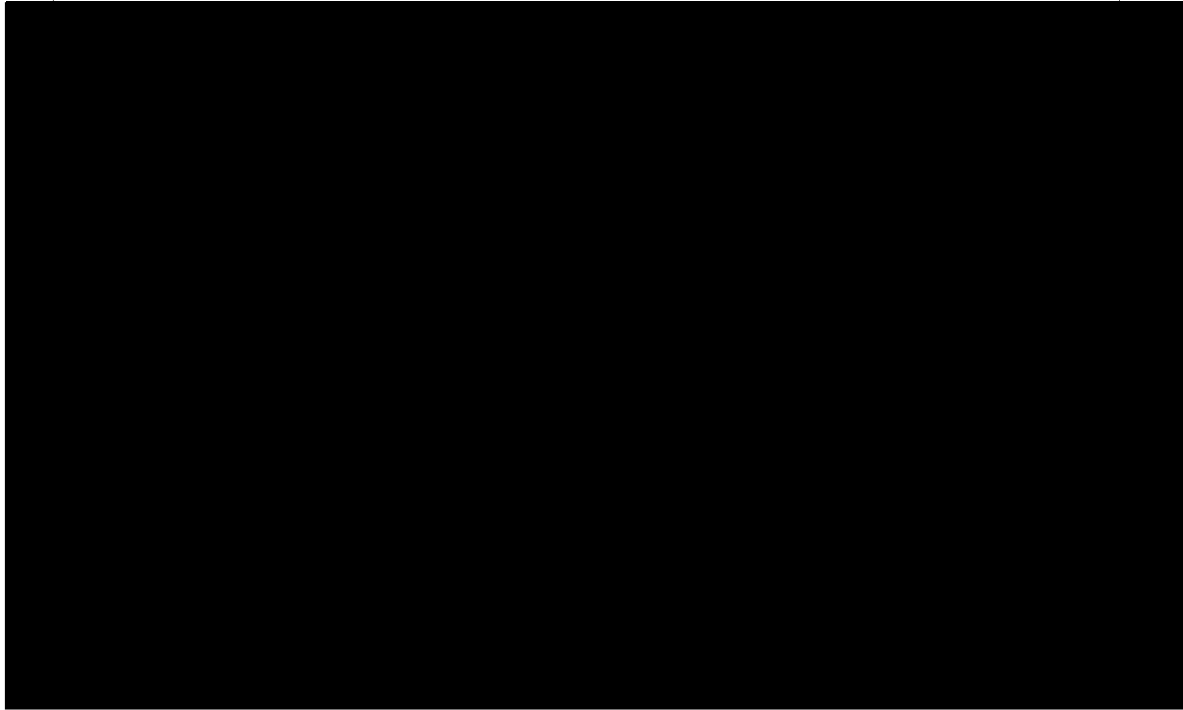
## Reasons for not being satisfied with Face ID



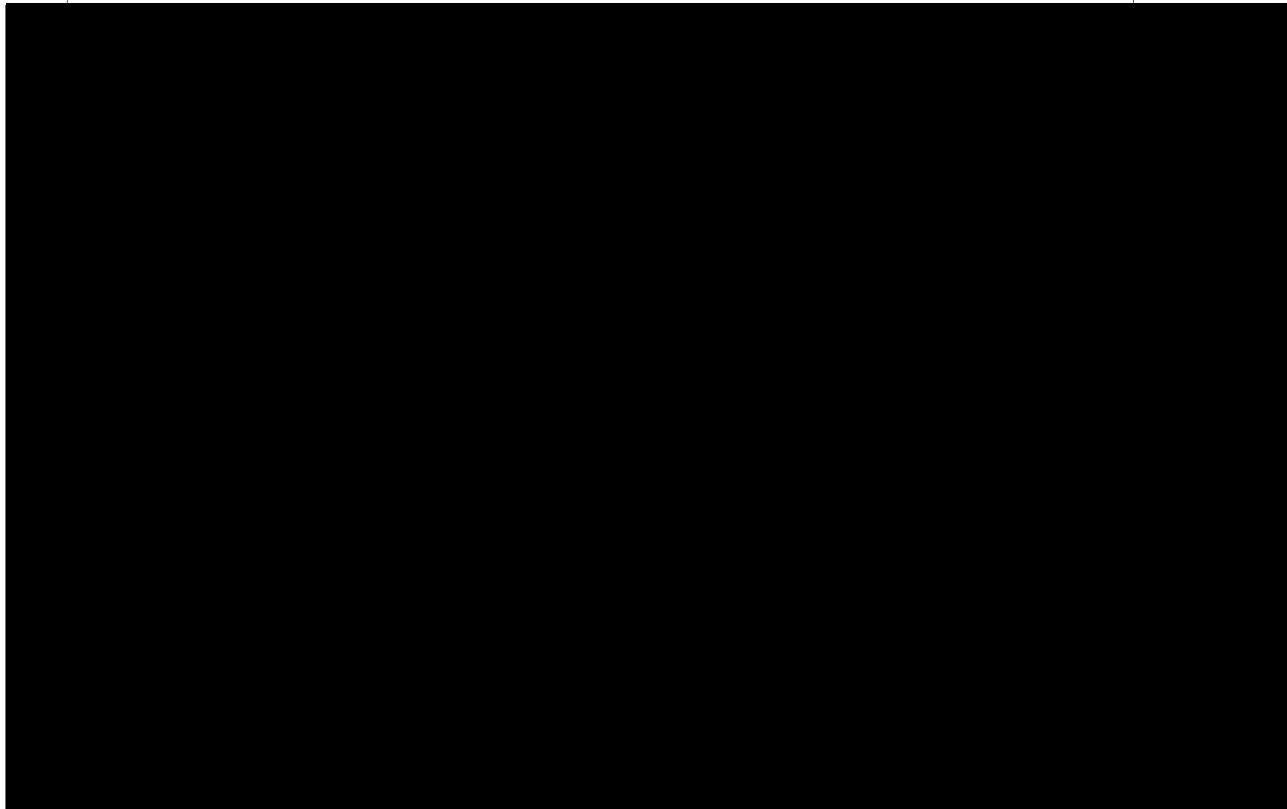
## Reasons for not being satisfied with Face ID



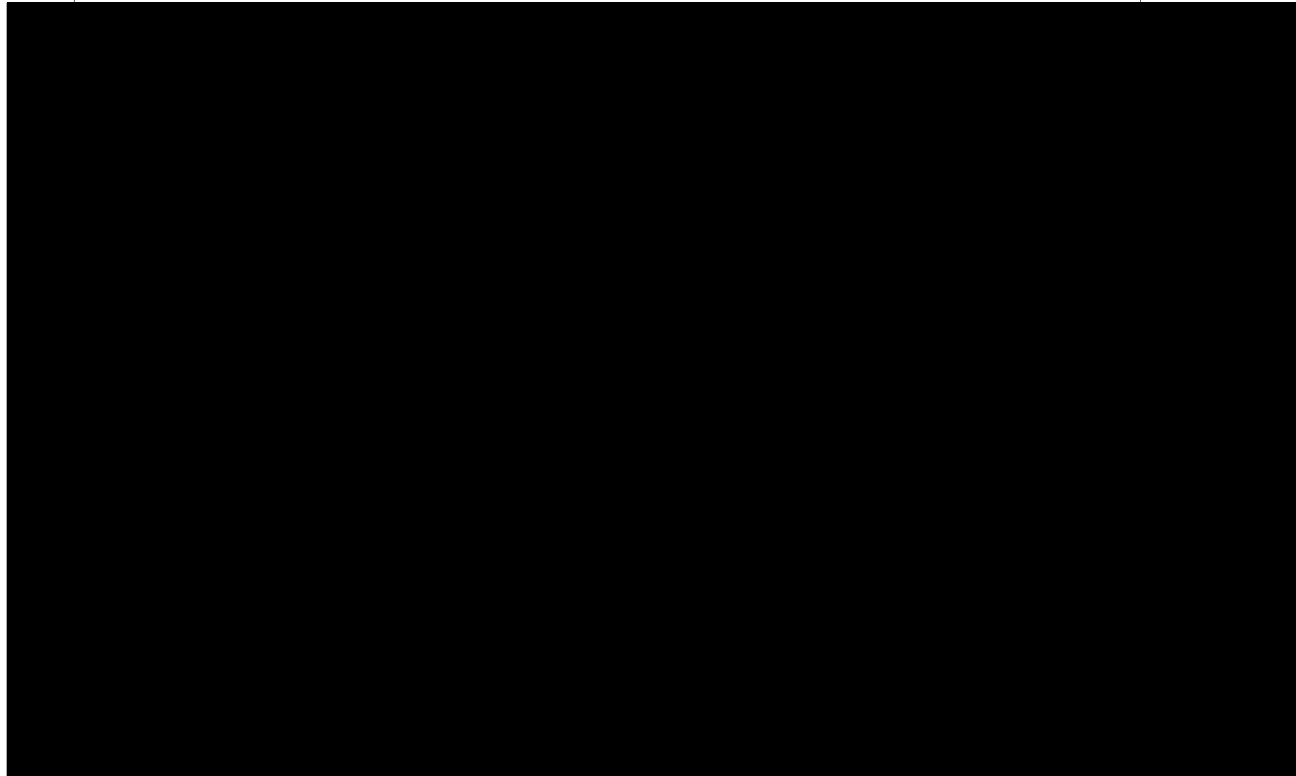
## Reasons for not being satisfied with Face ID



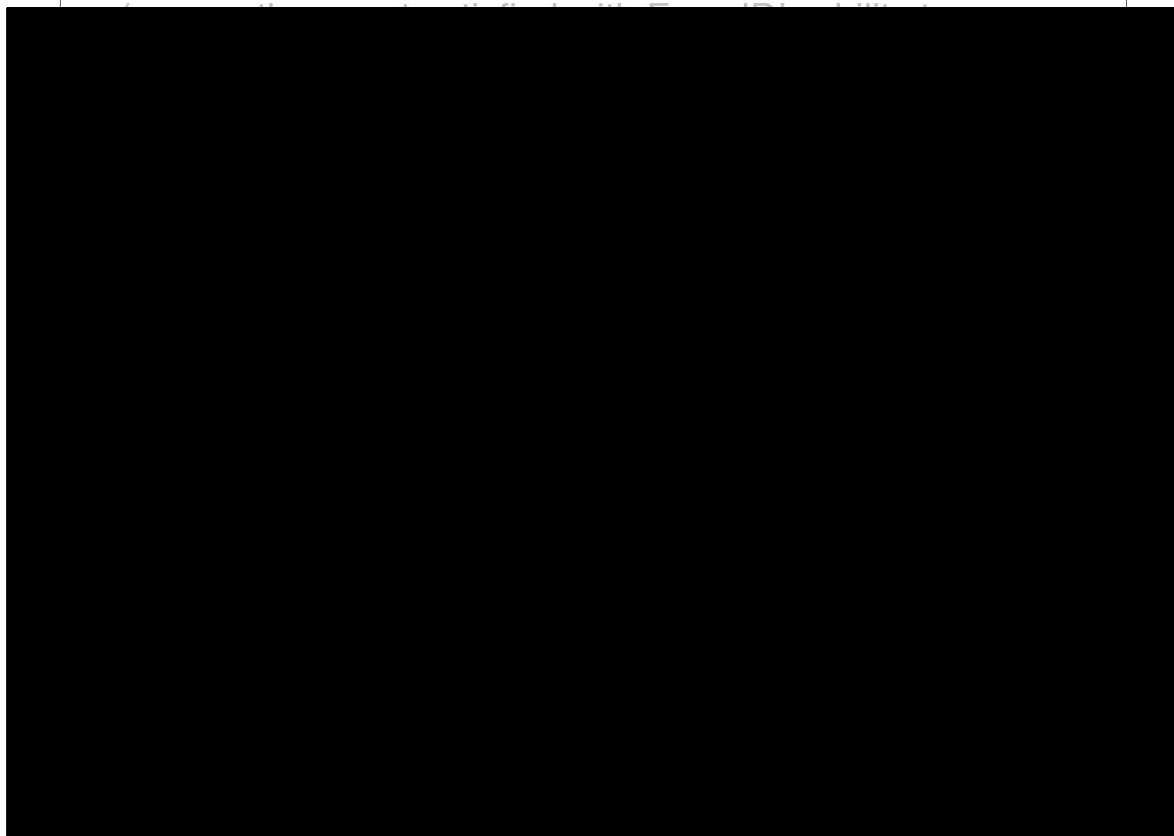
## Reasons for not being satisfied with Face ID



## Situations where Face ID does not recognize face

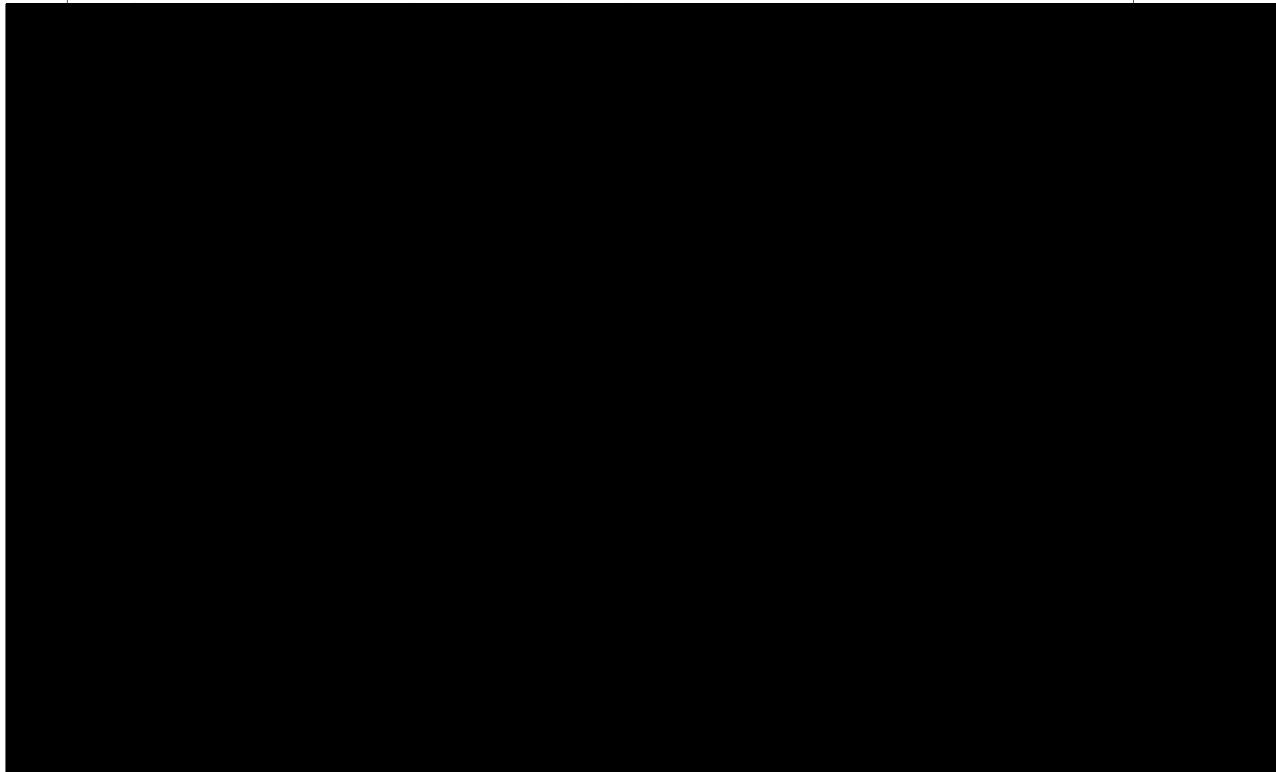


## Situations where Face ID does not recognize face

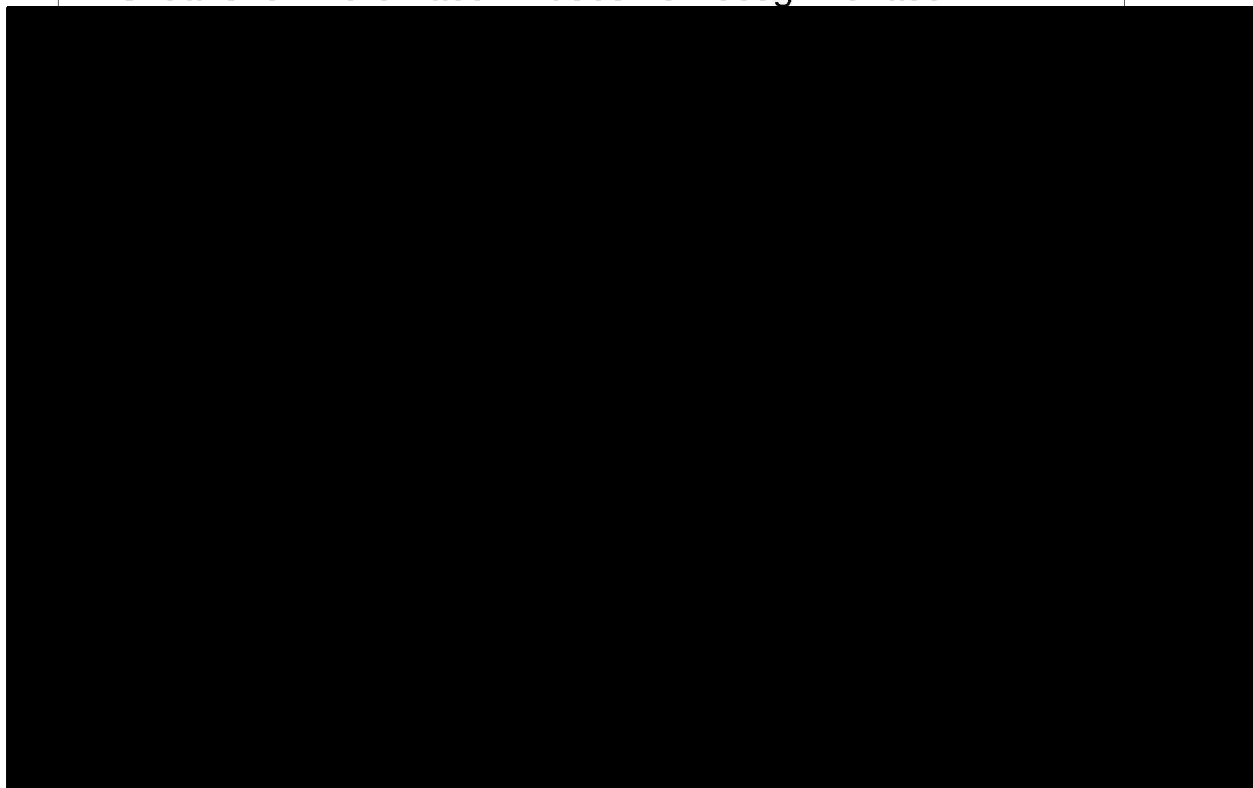




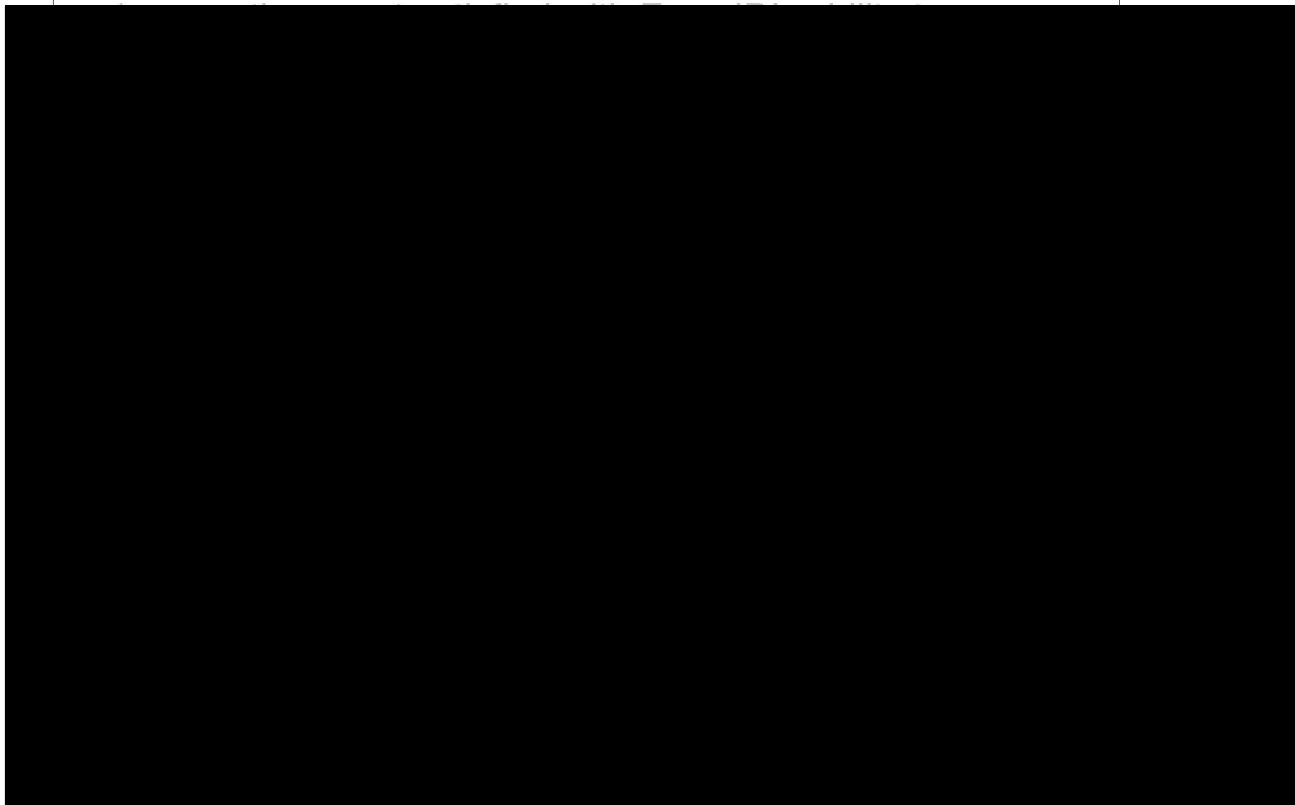
## Situations where Face ID does not recognize face



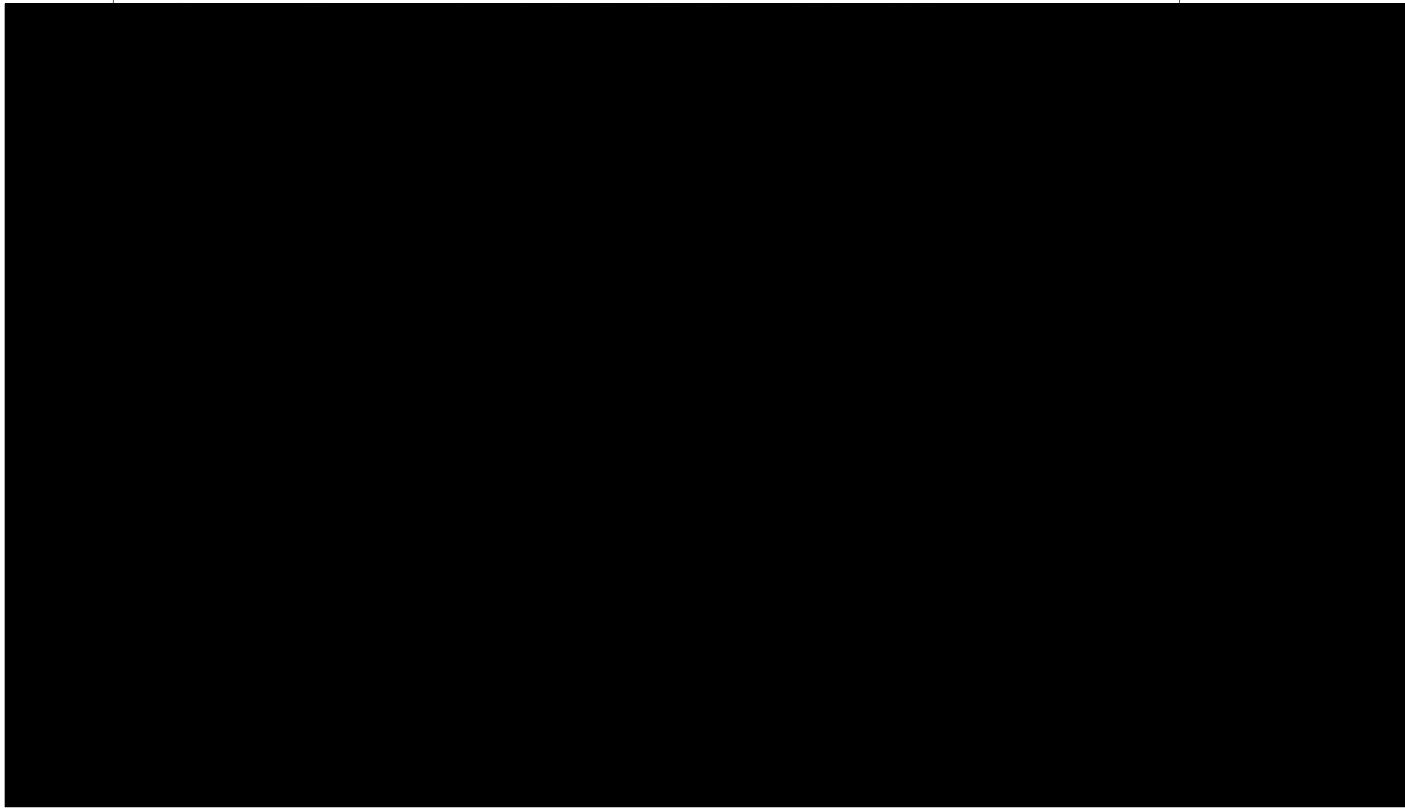
## Situations where Face ID does not recognize face



## Situations where Face ID does not recognize face



## Situations where Face ID does not recognize face



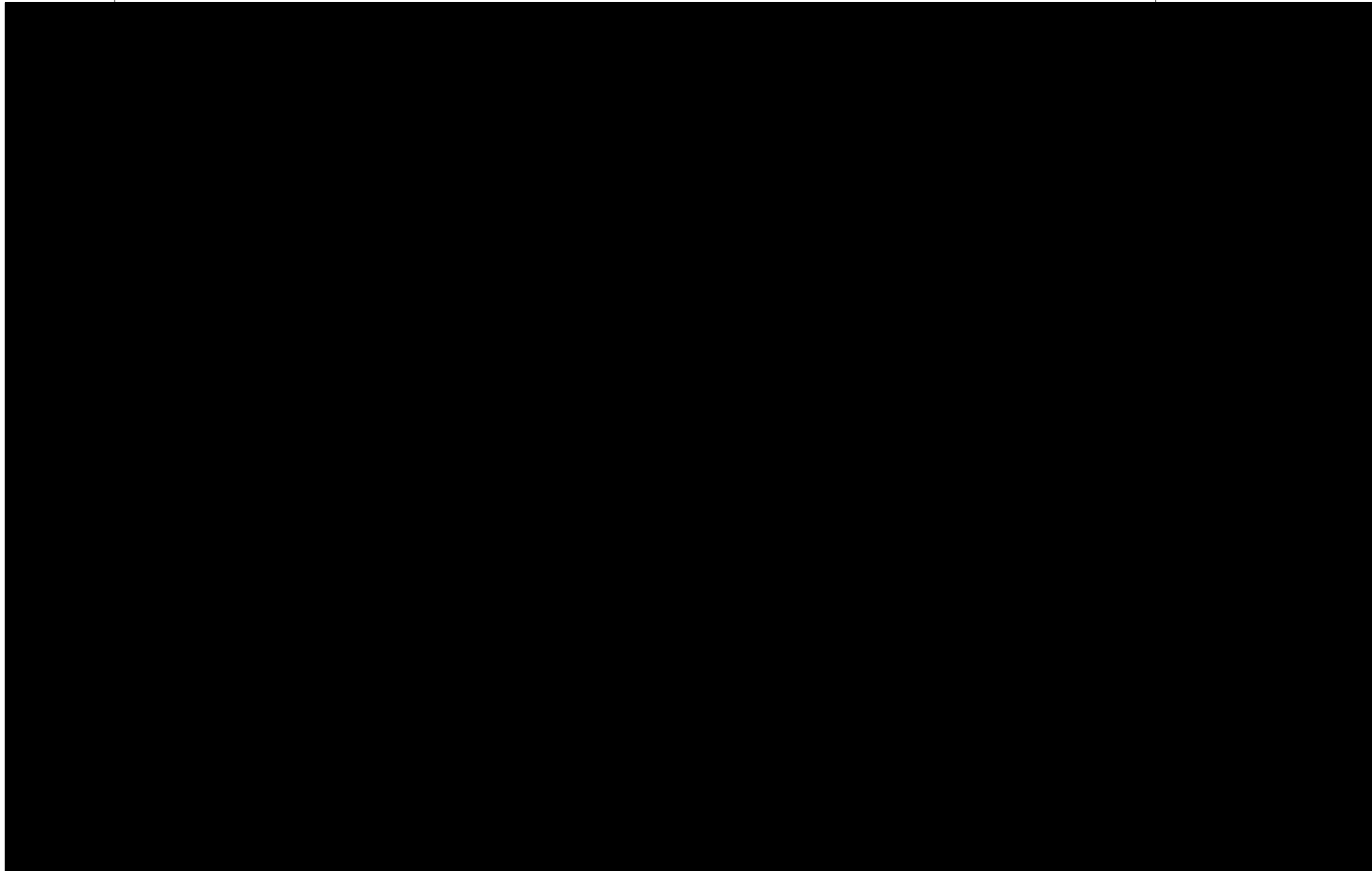
## Awareness and use of iPhone features detailed results

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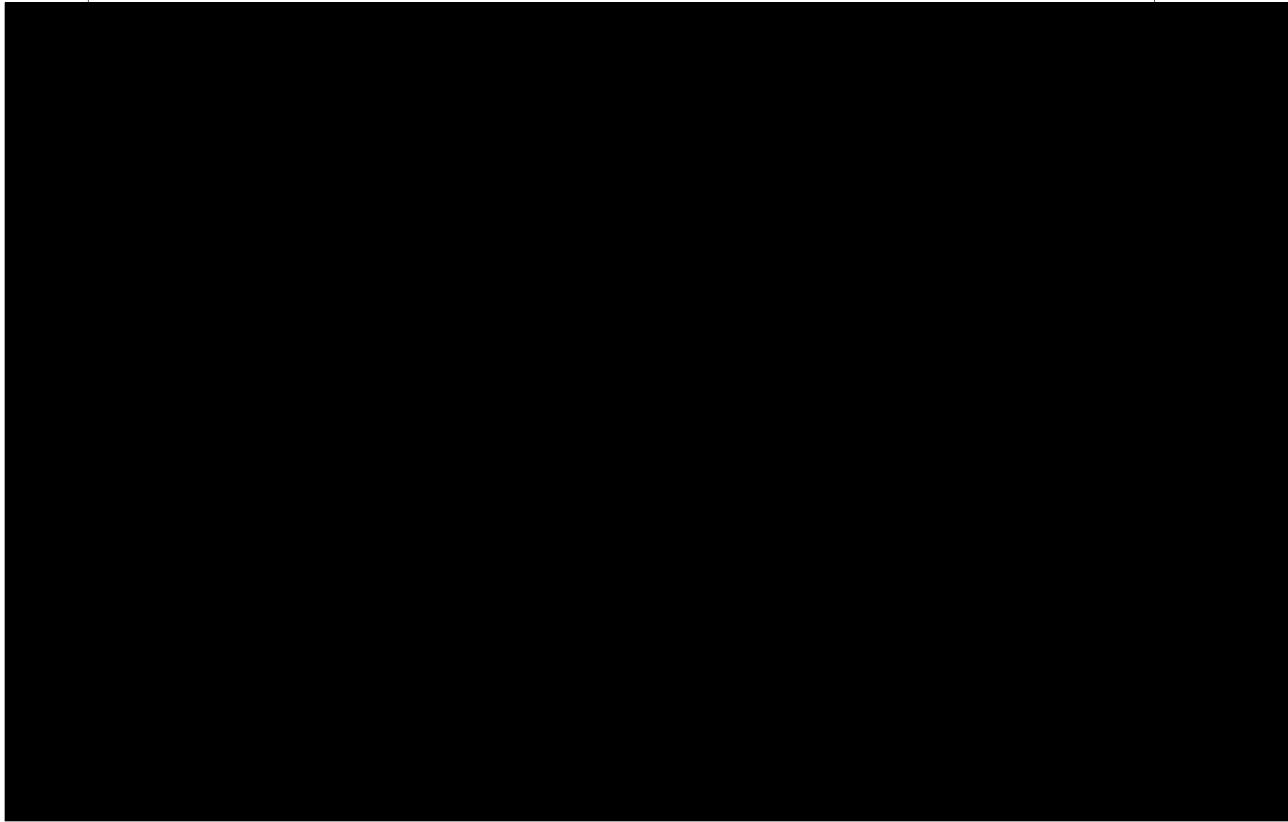
## Awareness of iPhone features

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## Awareness of iPhone features

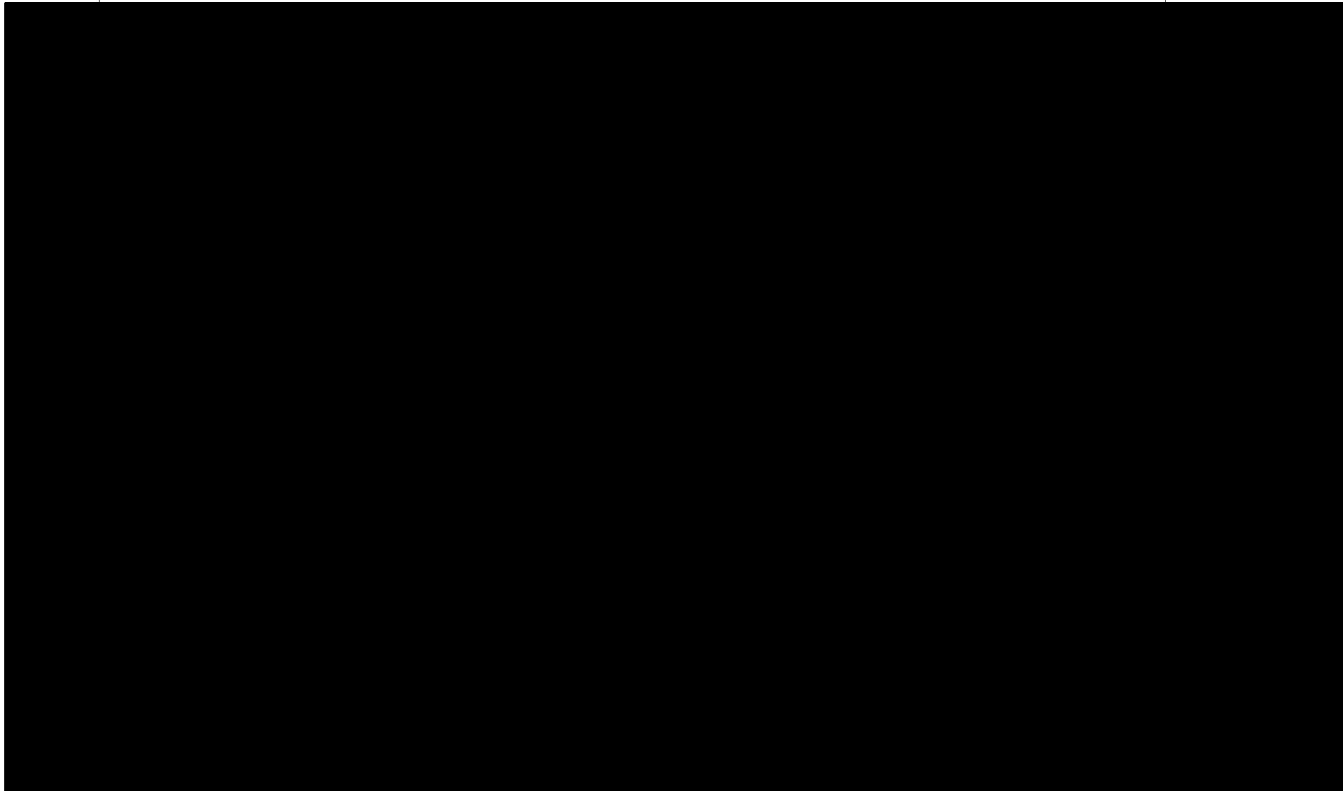


Awareness of iPhone features

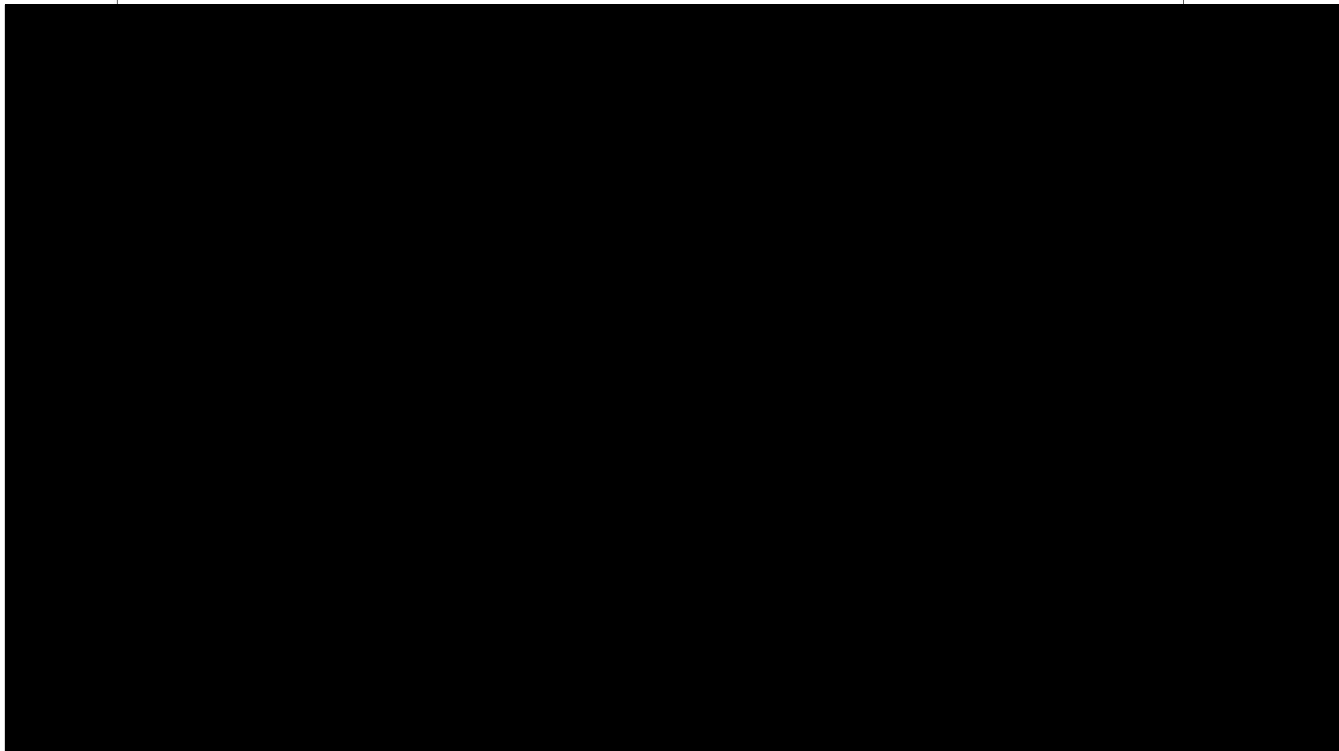




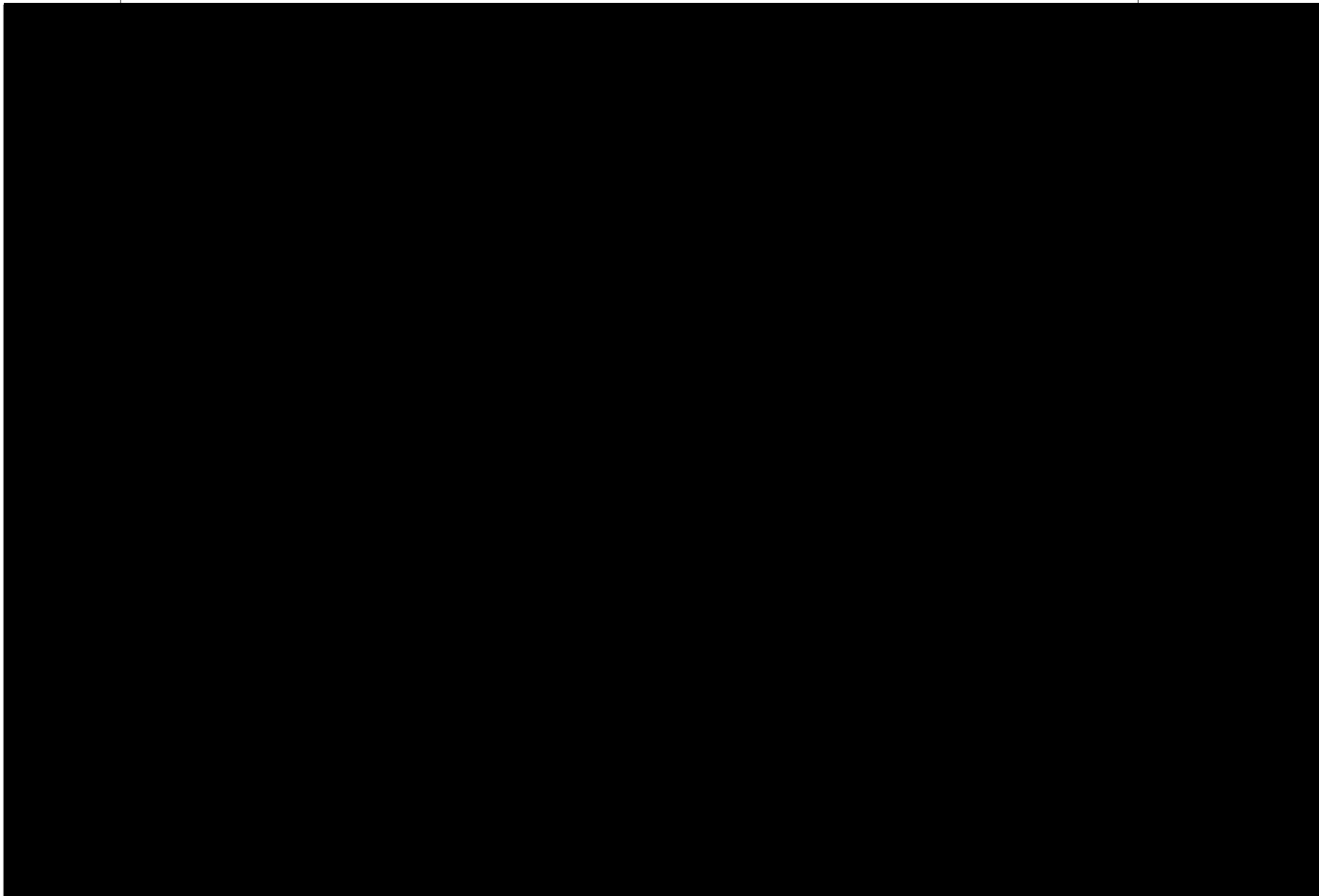
Awareness of iPhone features



## Awareness of iPhone features



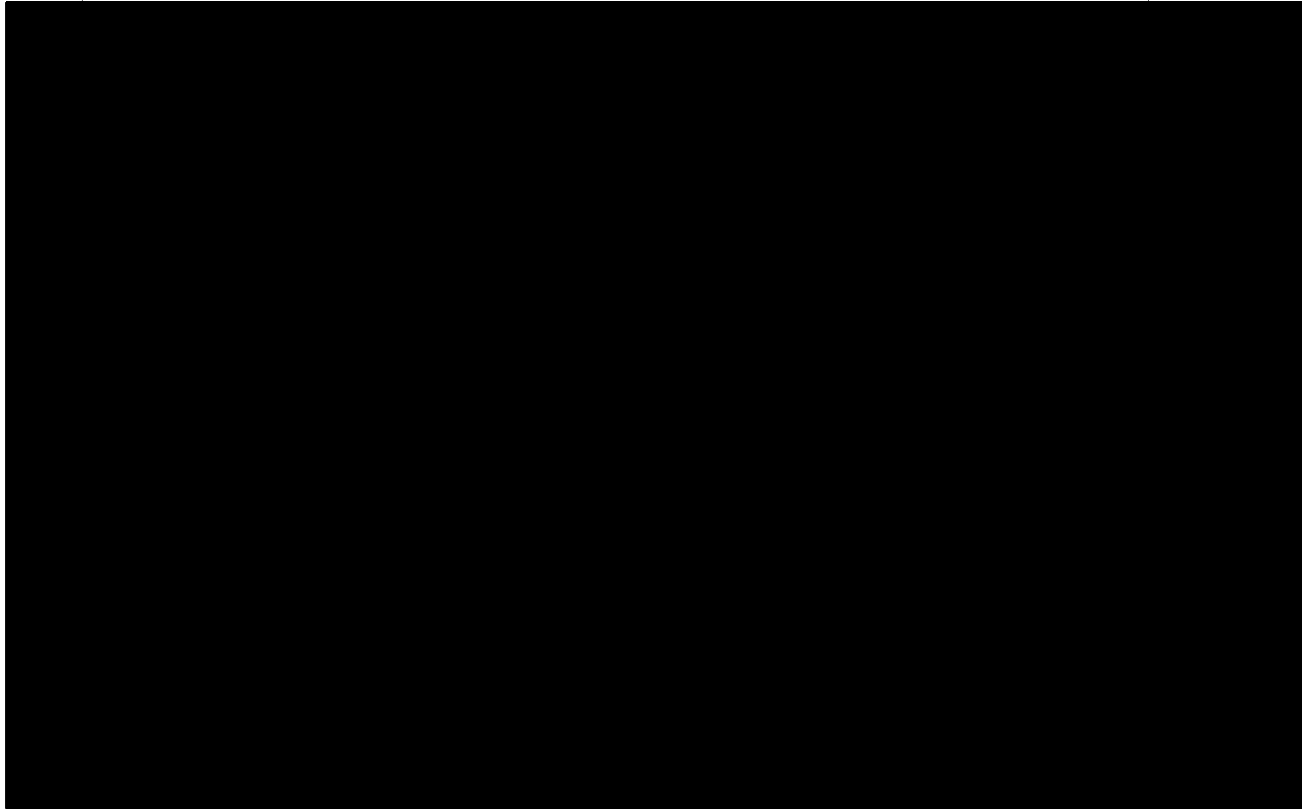
## Awareness of iPhone features



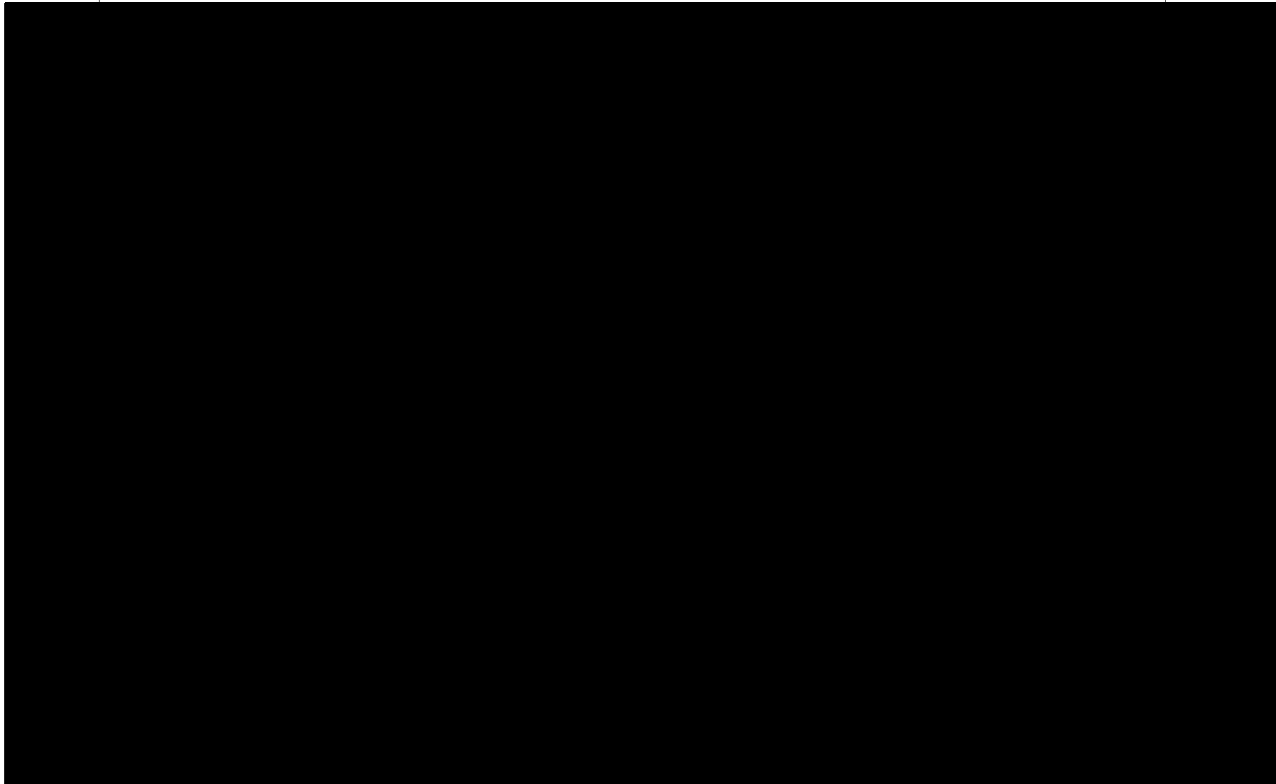
## Use of iPhone features

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## Use of iPhone features



Use of iPhone features



Use of iPhone features

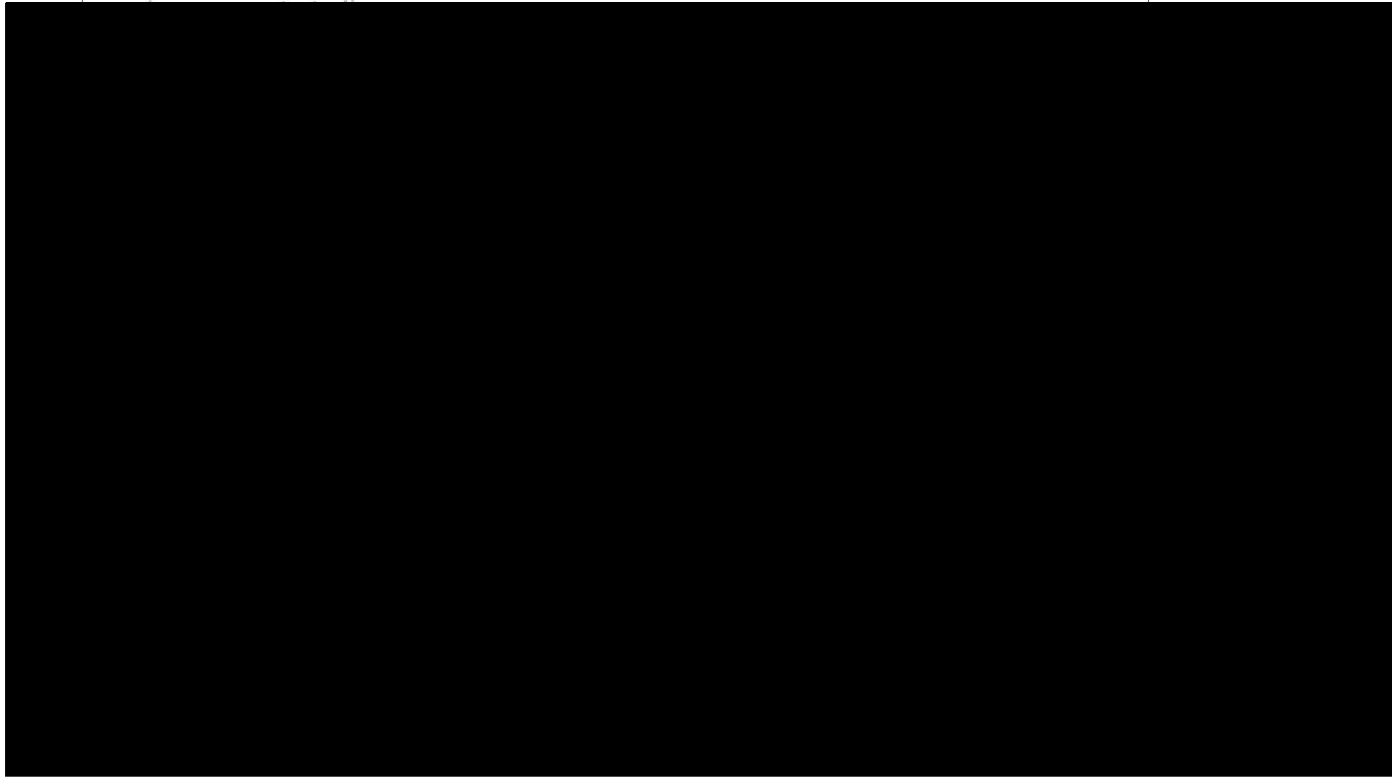


Use of iPhone features

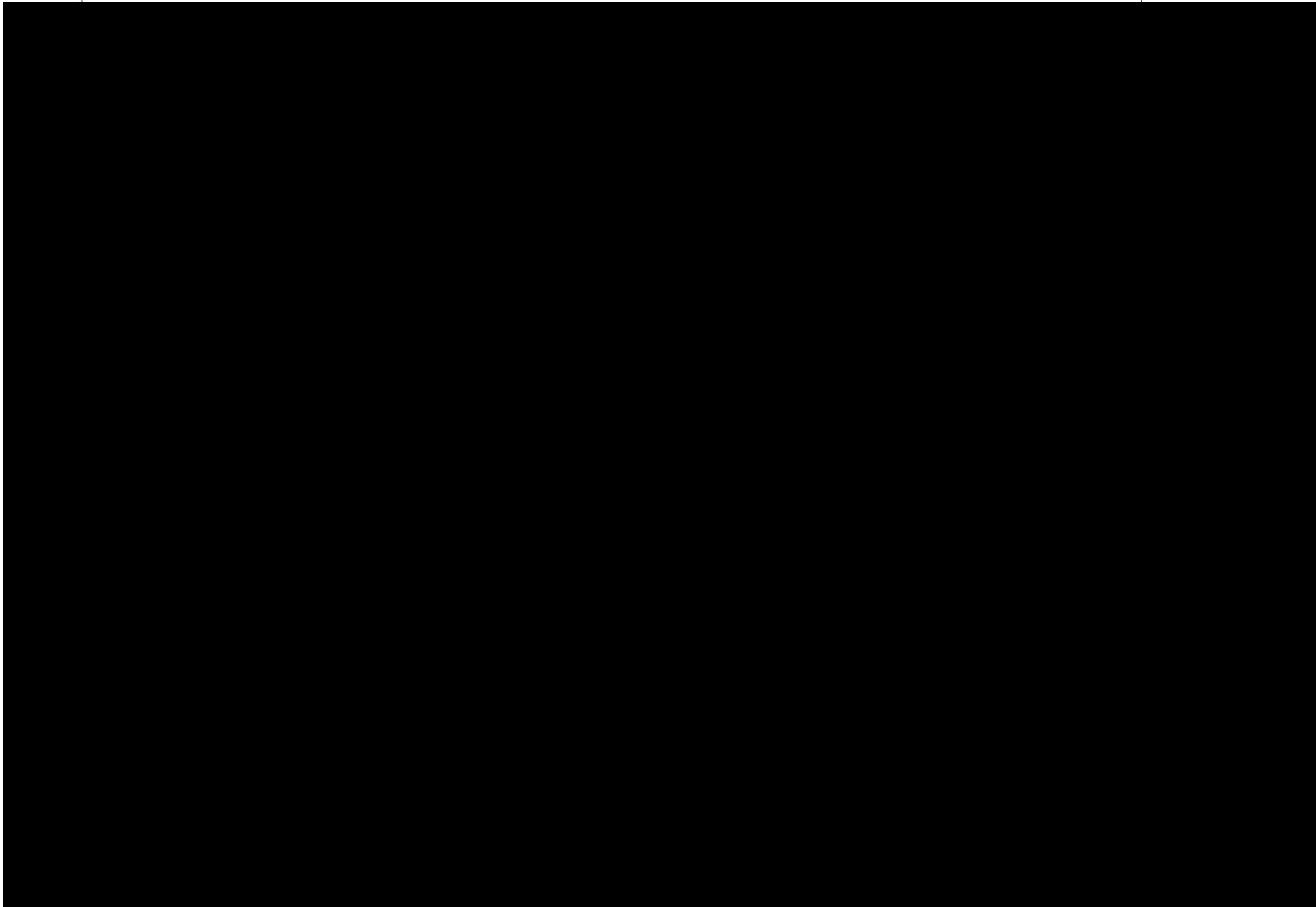




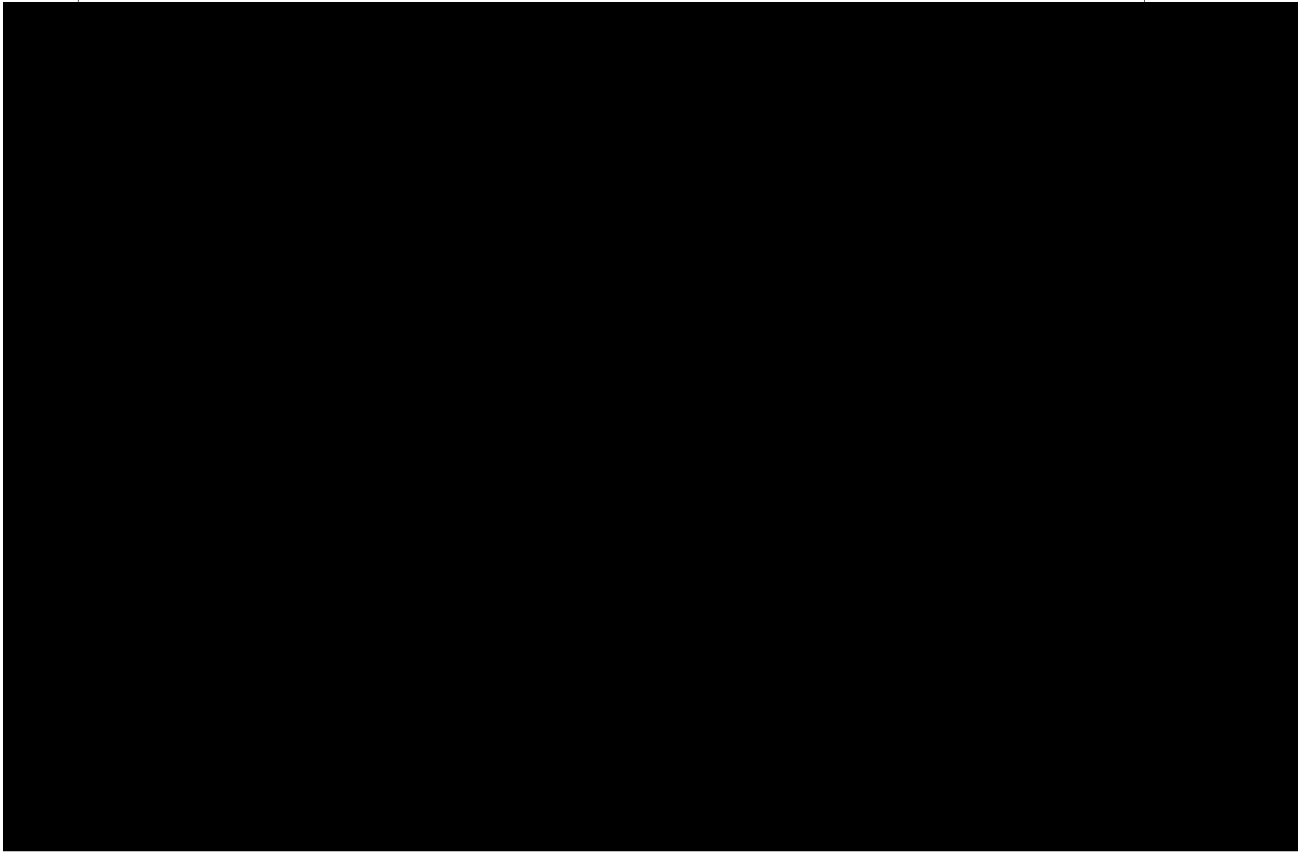
## Use of iPhone features



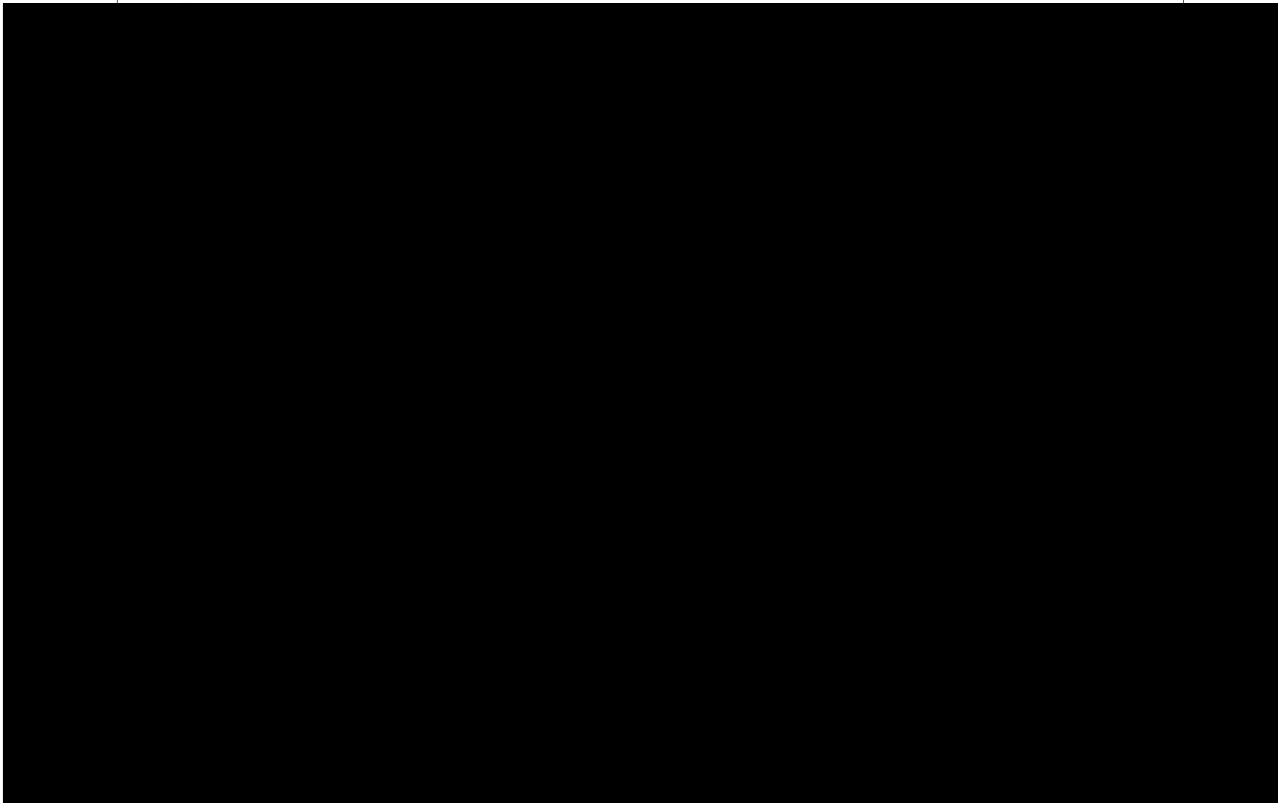
Use of iPhone features



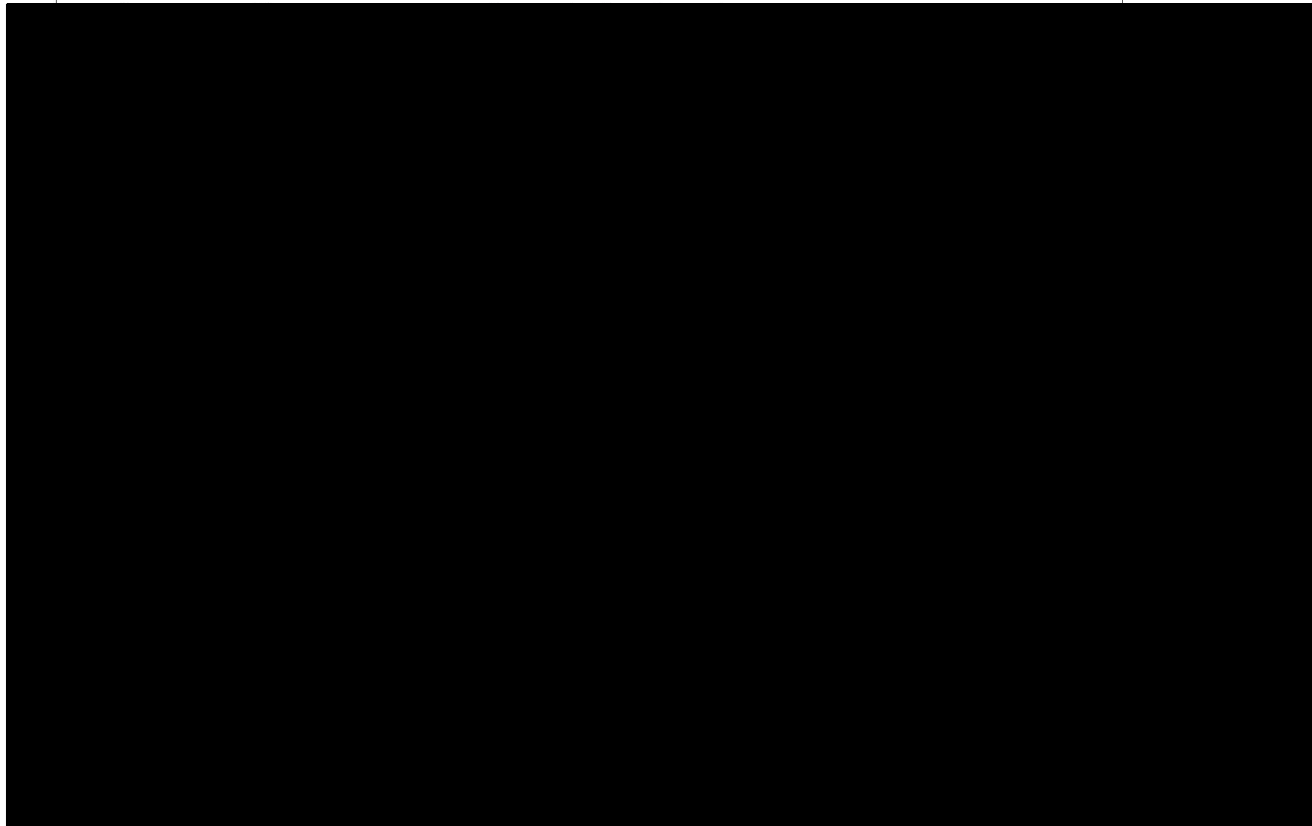
Use of iPhone features



Use of iPhone features



Use of iPhone features

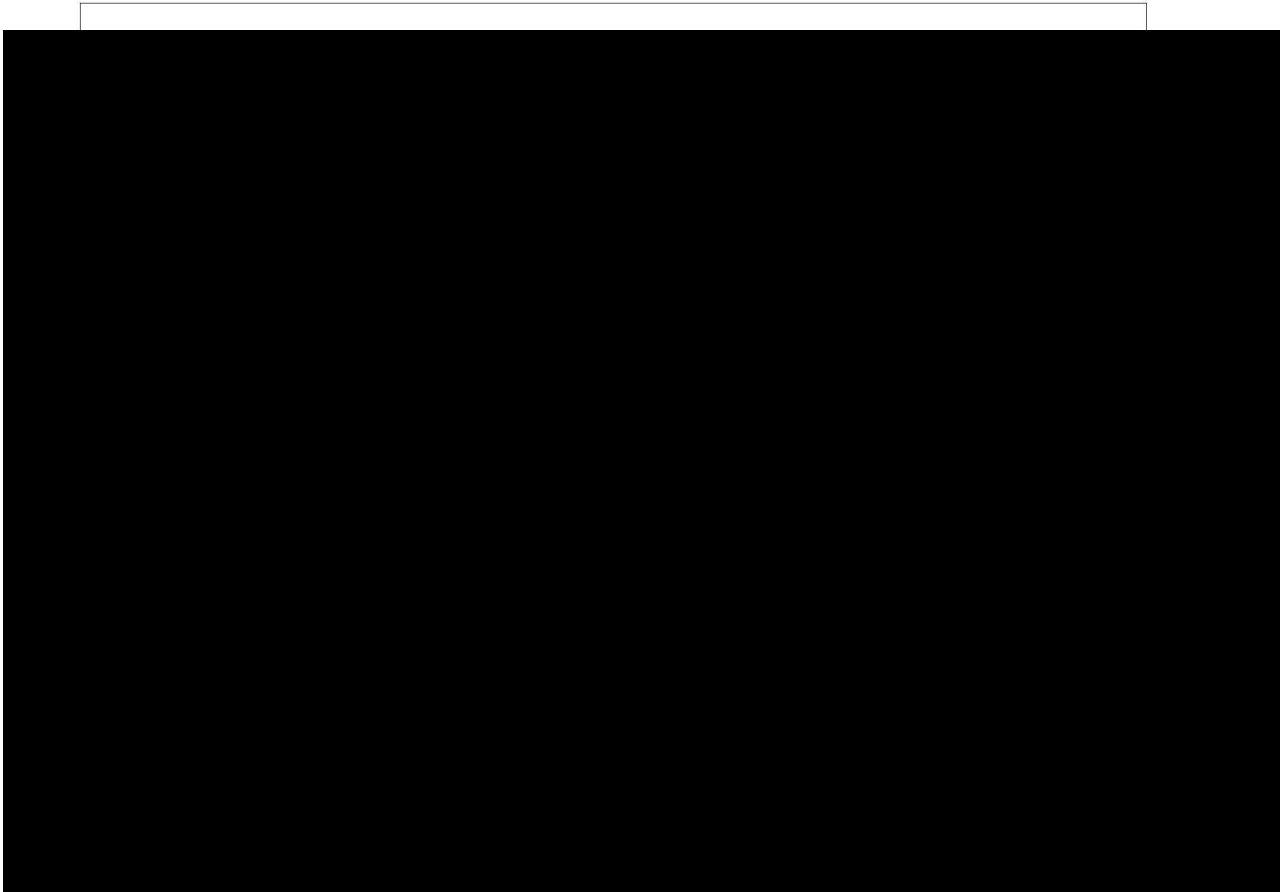


Use of iPhone features



# Welcome Guide

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# iPhone Buyer Survey

FY19-Q3 Global Report

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Apple Market Research and Analysis

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